Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

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THE NATIONAL NEWSPAPER OF MARKETING

Seagram, Schenley Shift . . .

Beverage Ad Accounts Led Switching in 1959

AA Tabulation Finds 228 Major Accounts Changed Hands in Year

NEW YORK, Jan. 12—Whatever else it might have been, 1959 was a mighty fluid year for advertising agencies, with some 228 accounts (billing $200,000 and up) flowing in and out of shops all across the land. When the new year dawned, more than $210,000,000 in billing was in new hands.

Some agencies saw the swinging doors only as something of a blur. At J. Walter Thompson Co., for example, new accounts totaled about $22,500,000, and departing business added up to better than $13,000,000.

In a restive year for advertisers, liquor marketers had notably itchy feet. Six distillers moved billings of more than $10,000,000 (and, more likely, considerably higher than that) from one shop to another. They included Seagram, with $4,100,000 in billing, and Schenley, with $3,500,000, changing hands.

Brewers, notably mobile for half a dozen years, were on the move again in 1959. Ruppert, Schlitz (export), Schmidt, Goetz, Narragansett and Eastside (a Pabst label), all switched agencies.

■ Biggest single switches of '59 included RCA's $12,000,000 account, which fell off the Kenyon & Eckhardt tree into the JWT basket; American Airlines' $6,000,000, which winged from Lennen & Newell to Young & Rubicam; Whitehall Labs' $6,000,000 billings (in Dristan and other products), which were coughed up by Bryan Houston Inc., in the direction of Tatham-Laird; and Lipton Tea's $5,500,000, which was poured into Sullivan, Stauffer, Colwell & Bayles' cup from Young & Rubicam.

In 1958, 176 big accounts changed agencies. Auto makers, brewers, cosmetics marketers and dog food advertisers were among the most active switchers in that year. Some of the biggest changes in '58 included Chrysler and Imperial, from McCann to Y&R, billing $10,000,000, and Buick, from Kudner to McCann, involving $24,000,000. #

(The major account changes in tabular form are on Pages 90 and 91.)

Johnstone Shifts to Kastor, Hilton

Several Accounts Reportedly Accompany Agency Exec in Switch

NEW YORK, Jan. 15—Edmund F. Johnstone has resigned as senior vp of Fletcher Richards, Calkins & Holden, and will join Kastor, Hilton, Chesley, Clifford & Atherton Feb. 1 as vice-chairman of the executive committee and a member of the board of directors.

E. F. Johnstone

Several accounts will move with Mr. Johnstone, but they have not been named. At the Richards agency he has been account supervisor on Drug Research Corp., Sofskin Inc., Dunbar Laboratories division of Chemway Corp. and Rapidol Distributing Co. (Blensol, Hi-Lite). The last three accounts were with Mr. Johnstone when he was a partner in Dowd, Redfield & Johnstone.

He joined Richards a year ago, bringing the three accounts with him; Drug Research Corp. was acquired by the agency subsequently. The four accounts reportedly bill about $1,000,000.

Kastor, Hilton already handles a major share of Drug Research Corp., including Regimen and Man Tan.

■ Mr. Johnstone is a specialist in drug, cosmetics and proprietary advertising, and at Kastor, Hilton, he joins an agency with similar specialties. Before joining Fletcher Richards, Mr. Johnstone had considered Kastor, Hilton. Several Dowd, Redfield & Johnstone veterans are working there now. #

Standard (N.J.) Won't Meddle in WNTA Drama

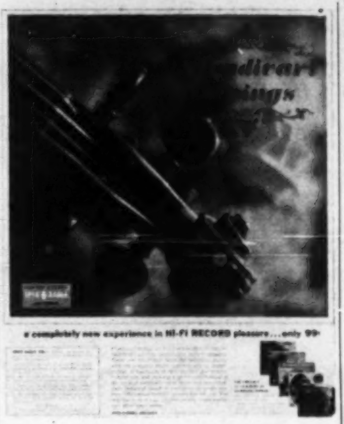
Sponsor Requested the Hands-Off Clause When It Bought Popular Show

NEW YORK, Jan. 14—"Play of the Week," a two-hour daily presentation on WNTA-TV which has had more luck attracting viewers than advertisers, has finally struck oil.

Standard Oil Co. (New Jersey) has signed a 13-week contract for full sponsorship of the show beginning Feb. 8. In what might be a precedent-setting move, the company requested a clause in its contract with the station stating that the advertiser was adopting a "hands-off" policy toward the program content. "Play of the Week" has received a great deal of praise from critics and viewers. For tv, it has been a very daring show, featuring a great many dramas of a highly controversial nature. The acting, production and the content of the plays have drawn rave reviews.

■ "The clause specifies that we will

(Continued on Page 98)


a completely new experience in Hi-Fi RECORD pleasure...only 99¢

99¢ RECORDS—*Synthetic Plastics Sales Co., New York, will run this color page in the Jan. 24 issue of The New York Times Magazine as its first consumer ad. Ads will also run in TV Guide to introduce the Stradivari Strings hi fi albums priced at 99¢. Mervin & Jesse Levine, New York, is the agency.*

Bruck Shifts from Pharmaceuticals Inc. to Maxwell Sackheim

NEW YORK, Jan. 15—Franklin Bruck, vp of Pharmaceuticals Inc. and for many years head of his own agency, has made a "substantial investment" in Maxwell Sackheim & Co. and will join the agency Feb. 1 as chairman of the board, treasurer and a major stockholder.

The agency's name will change to Maxwell Sackheim-Franklin Bruck Inc. and Mr. Sackheim, who has been chairman and treasurer, will relinquish management responsibilities and concentrate on creative work, as a consultant. All other agency officers will remain the same, including Mr. Sackheim's two sons—Robert, who is president, and Sherman, vp and secretary—and Sherman Lurie, vp and chairman of the plans board.

■ Mr. Bruck headed Franklin Bruck Advertising until three

(Continued on Page 98)

What Is Substantial Misrepresentation? . . .

New FTC Plaints Hit 4 TV Users, Agencies

Offending Alcoa Wrap, Blue Bonnet Margarine, Rapid Shave Ads Dropped

NEW YORK, Jan. 15—Madison Ave. cringed today as the Federal Trade Commission loosed four simultaneous complaints against four major advertisers, three agencies (one of which, Ted Bates & Co., received a double dose) and one account executive.

Advertisers cited today were Standard Brands Inc., New York, (Blue Bonnet margarine); Colgate-Palmolive Co., New York (Palmolive shave cream); Aluminum Co. of America, Pittsburgh (new super-strength Alcoa wrap), and Lever Bros. Co., New York (Pepsodent toothpaste).

■ Ted Bates & Co., New York, was named as a respondent in the Blue Bonnet margarine and Palmolive shave cream complaints. Ketchum, MacLeod & Grove Inc., Pittsburgh, was a party to the Alcoa wrap complaint. Foote, Cone & Belding, New York, and William H. Bambrick, agency vp and account executive, were named in the Pepsodent action.

But, though the complained-of advertisers and admen protested the move, they also appeared, in general, in the mood to comply, and reshooting tv commercials continued to be a major preoccupa-

(Continued on Page 98)

Gross Not at Factor 'in Any Capacity'

HOLLYWOOD, Jan. 13—As of a week ago today Nelson Gross has not been the director of U. S. advertising for Max Factor & Co., according to a release distributed by the company, and no successor to Mr. Gross has been named.

The terse release issued this week by Max Factor read as follows: "Max Factor & Co. advises that Nelson Gross, who until Jan. 6, 1960, was director of U. S. advertising, is no longer associated with the company in any capacity. The position formerly held by Mr. Gross has not been filled."

Neither the company nor Mr. Gross would elaborate on the above statement. #

Magazine Revenues Up 10.8% in '59, PIB Says

Total Hits $898,218,610; 'Life' Is Dollar Leader, 'New Yorker' in Pages

NEW YORK, Jan. 14—All last fall, after the tough sledding of 1958 (when magazine dollar volume dropped 4% to $810,537,349), reports of the big dollar gains of magazines were being cheerfully broadcast to the business.

This week, with the issuance of Publishers Information Bureau-Leading National Advertisers figures, the count was official, and what the magazines had to cheer about was obvious. Over-all, magazines had moved up to $898,218,610. These figures include the supplements measured by PIB. The total gain was 10.8%, and the dollar figure marked a record for the periodicals.

(When the supplement figures are separated from the magazine figures magazines show a 14% gain in dollars over '58 and a 7% gain in pages, whereas supplements slipped 5% in revenue and 6% in pages.)

Among the magazines there were some notable gains. *Reader's Digest* jumped from No. 10 to No. 6 in rank, along with a page gain of 312 pages (more than 50% of 1958) and a dollar boost from $21,699,110 to $33,105,218. Some other notable dollar gains were scored by *Newsweek*, which moved from No. 12 to No. 9 in ranking, with a 64-page gain, and a volume increase from $21,234,800 to $25,062,168; *TV Guide*, up from No. 26 to No. 21 in rank, with 131 pages gained and a volume increase from $7,760,278 to $10,768,680, and the resurgent *Woman's Day*, which rose from No. 34 to No. 27, gained 102 pages and chalked up a volume increase from $4,919,588 to $8,179,132.

■ Here are the first ten magazines and supplements in dollar volume: *Life* remained in first place, up 9.6%, with $134,441,468 (1958, $122,628,205). *The Saturday Eve-*

Last Minute News Flashes

Webcor Moves $300,000 Account to North Advertising

CHICAGO, Jan. 15—Webcor Inc., manufacturer of tape recorders, stereophonographs, radios and accessory equipment, has moved its advertising from John W. Shaw Advertising to North Advertising, effective April 15. The account, which has been with Shaw for five years, bills an estimated $300,000.

Tutching to Head New McCann Office in Australia

NEW YORK, Jan. 15—Vincent Tutching, vp of McCann-Erickson Corp. (International) and president of the International Advertising Assn., has been reassigned to Australia, where he will become general manager of a newly opened branch office in Melbourne. McCann moved into Australia last year with the purchase of the Hansen-Rubensohn agency, which has its headquarters in Sydney. Mr. Tutching's term as IAA president is up June 1. Elmo C. Wilson, president of International Research Associates, is slated to succeed him.

National Football League Enterprises Ad Bow Set

NEW YORK, Jan. 15—National Football League Enterprises, a new merchandising organization set up to market everything from athletic equipment to bar accessories (AA, Dec. 14), will launch its line with a section in the Oct. 3 issue of *Sports Illustrated*. Eighteen manufacturers have already contracted to produce, sell, and promote the merchandise nationally. The companies will also use professional football game programs and expect to use tv and radio broadcasts of the pro games. The organization is a division of Roy Rogers Frontiers Inc.

(Additional News Flashes on Page 97)

ning Post was second, up 11.4%, with $97,598,552 (1958, $87,606,-491). *Look* was third, up 10.6%, with $47,681,138 ($43,094,484); *Time* was fourth, up 11%, with $46,126,315 ($41,569,248); *This Week Magazine* was fifth, up 5.2%, with $42,810,948 ($40,685,525). The rank of the first five was unchanged.

Reader's Digest was sixth, up 52.6%, moving up from tenth, with $33,105,218 ($21,699,110). *Ladies' Home Journal* was seventh (it was sixth in 1958), with $30,798,894 ($26,976,551), up 14.2%. *Better Homes & Gardens* was eighth (seventh last year), with $25,631,-517 ($24,456,413), up 4.8%. *Newsweek* was ninth, moving from twelfth, with $25,062,168 ($21,234,-000), up 18.2%, and *Parade* was tenth (eighth last year), with $24,-529,015 ($23,822,853), up 2.7%.

■ Among other major percentage gainers in dollar volume were *The Reporter* (99.9%), *Woman's Day* (66.3%), *TV Guide* (38.8%), *Ebony* (37.9%), *Cosmopolitan* (35.7%), *Photoplay* (34.8%), Fawcett Women's Group (30.5%), True Story Women's Group (30.4%), and *Forbes'* (29.7%).

It was a good year on the intellectual beat: Along with the *Reporter's* 99.9%, *Harper's Magazine* was up 28.9%, *Atlantic* up 34.8%, *Saturday Review* up 27.7%.

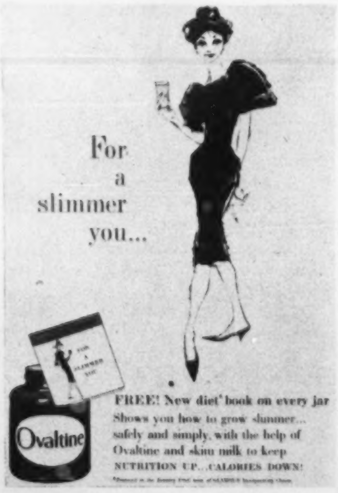
Of the ten top books in dollar volume, four showed page losses. *The Saturday Evening Post* was down 75 pages, to 2,816. *This Week* was down 89 pages, to 892. *Better Homes & Gardens* was down 56 pages, to 1,041, and *Parade* was down 124 pages, to 724.

■ During the year the supplements, after some years of spectacular gains, showed page losses and in some cases dollar losses as well. *Parade* and *This Week* dropped in pages and were up in dollars; *American Weekly* showed a drop in both. The *New York Times Magazine* showed gains in both pages and dollars (to $11,-291,506, from $9,899,433). *Family Weekly* showed a decline of 105 pages to 509, and a volume decrease to $8,663,569 from $9,646,-093, and First Three Markets Group was down 97 pages, to 441, and down in dollars to $8,456,855 from $10,144,875.

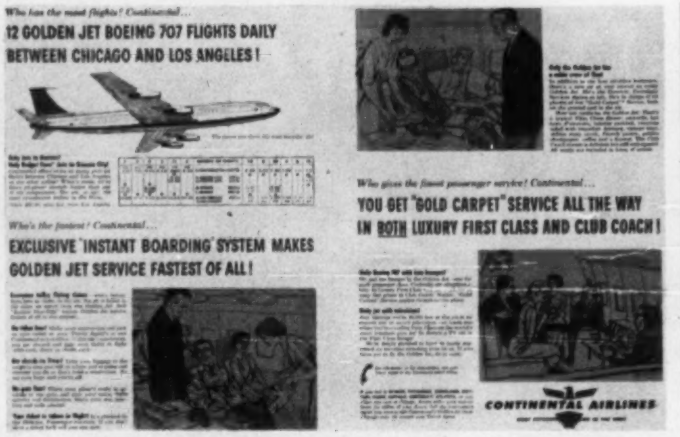
Complete 1959-1958 tabulations by PIB are on Page 58. #

Davies Named Ad Director, Succeeding Robertson, Retired

Horace B. Davies has been named advertising director of the *Boise Statesman*, succeeding Taylor C. Robertson, who has retired after 40 years in the newspaper field. Mr. Davies has been with the ad department many years.


For a slimmer you...
FREE! New diet book on every jar
Shows you how to grow slimmer... safely and simply, with the help of Ovaltine and skim milk to keep NUTRITION UP...CALORIES DOWN!
Ovaltine

SLIM HINT—*This two-color Ovaltine ad, scheduled to run in the February issue of Glamour Incorporating Charm, will announce a new booklet, "For a Slimmer You." Tatham-Laird, Chicago, is the agency.*


Who has the most flights? Continental...
12 GOLDEN JET BOEING 707 FLIGHTS DAILY BETWEEN CHICAGO AND LOS ANGELES!
Who's the fastest? Continental...
EXCLUSIVE 'INSTANT BOARDING' SYSTEM MAKES GOLDEN JET SERVICE FASTEST OF ALL!
Who gives the finest passenger service? Continental...
YOU GET "GOLD CARPET" SERVICE ALL THE WAY IN BOTH LUXURY FIRST CLASS AND CLUB COACH!
CONTINENTAL AIRLINES

'MOST, FASTEST'—*This two-color spread will appear in the Jan. 25 Time and Feb. 15 Newsweek to promote Continental Airlines' jet flight frequency and efficiency. J. Walter Thompson Co. is the agency.*

McCann-Erickson Reorganizes to Help 'Understand Our Operations'

New York, Jan. 15—McCann-Erickson, the organization man's advertising agency, yesterday announced the reorganization of its $265,000,000 operation.

Marion Harper Jr. said the new setup will include such entities as McCann-Erickson Advertising (U.S.A.), billing an estimated $170,000,000; McCann-Marschalk (*nee* Marschalk & Pratt), billing an estimated $30,000,000; McCann-Erickson Corp. (International), whose billings were not mentioned but which were estimated by Advertising Age at $58,-000,000 for 1958, and Communications Affiliates Inc., whose billings were not mentioned either, but which may have billed the equivalent of $7,000,000 in '58.

■ In the works, according to Mr. Harper, is another division, now tagged with the working title of "John Tinker & Partners." Mr. Harper said this was "a project which we are exploring; it would be a creative center in which the creative people are removed from operational responsibilities; they might, for example, search out new, provocative ways of using media."

Another new part of the McCann-Erickson complex is a unit which is now "a legal entity" called Inter-Public Inc. According to Mr. Harper, this group will become operational in the 1960s and it will include "four senior people charged with high-level public relations counseling and advice."

■ The four working divisions, said

(*Continued on Page* 97)

S. S. Kresge Gives Customers Credit for Thrifty Buying

Detroit, Jan. 13—The next time you go into a 5 & 10¢ store to find a $1,000,000 baby, don't bring cash. You can charge all the china (or power mowers, hi-fi sets, etc., now) you buy.

That is, this is so if you live in this Michigan area, where S. S. Kresge Co.'s 68 stores will start trying out a "Thrifty Charge Plan" Feb. 1.

■ The charge plate will be wallet size and Scotch plaid. Bills will be issued each month on an alphabetical "cycle-billing" pattern. #

Ads Become Clues in Fake Colored Jewelry Caper

New York, Jan. 14—The solution to a high-society whodunit is being slowly revealed in a scattering of small-space ads running in New York newspapers this week.

The mystery, involving the sale of artificially colored jewels, first came out into the open in the society column of the *New York Daily Mirror* on Dec. 23. Since then the parties *not* involved have been using paid advertising space to disassociate themselves from the mix-up.

The *Mirror's* item reported that a titled international couple had purchased some black pearl and canary diamond jewelry from an "American jeweler of excellent reputation," only to have the gems later change color. The result: A refund of almost half a million dollars was made to the princely pair, according to the item.

■ Rumor quickly circulated that

(*Continued on Page* 97)

Galerie Shifts to Powell, Schoenbrod

Chicago, Jan. 14—Galerie Inc. has moved its fashions advertising account from Doner & Peck, New York, to Powell, Schoenbrod & Hall Advertising, Chicago.

Galerie works in connection with selected stores to promote fashions purchased by the stores in cooperation with Galerie.

■ Initial advertising on an expanded program is expected to run about $400,000. The program will be launched with a five and a half page section in *Vogue* Feb. 15, introducing the Galerie collection of "boutique" ready-to-wear fashions. Another five and a half-page section will run in the March 1 *Vogue*.

Newspaper ads, window displays and fashion shows by participating stores will back up the national ad program.

The company will also introduce a Galerie Paris perfume collection in April with a color page in *Life*.

They're linking your furnace to a natural gas field
CATERPILLAR

CATERPILLAR SERIES—*This ad, the latest in the new "national goals" ad series being conducted by Caterpillar Tractor Co. in magazines, will appear in the Jan. 23 issue of The Saturday Evening Post. N. W. Ayer & Son, Chicago, is the agency.*

Waddell Heads PR, Employe Relations for McGraw-Hill

New York, Jan. 14—McGraw-Hill Publishing Co. today created a new position in its organization—exec vp in charge of public relations, personnel relations and internal communications—and named Harry L. Waddell, senior vp of the publications division, to the new position effective Feb. 1.

Mr. Waddell will also be a member of the company's finance committee, and will be chairman of the personnel relations policy committee.

Wallace F. Traendly, publisher of the company's chemical publications (*Chemical Engineering* and *Chemical Week*), who has been with McGraw-Hill since 1949, has been named to succeed Mr. Waddell as senior vp of the publications division.

■ Donald C. McGraw, president, in announcing the appointments, said that the basic purpose of the newly-created position was threefold: (1) to ensure that all company policies and top management decisions will help recruit and retain outstanding personnel and build a public relations program that will contribute to McGraw-Hill's long-term success: (2) to provide executives and managers throughout McGraw-Hill with the best possible guidance to aid them in carrying out their responsibilities for personnel and public relations, and (3) to strengthen the company's internal communications as will be required for future growth of the organization.

■ Mr. Waddell joined McGraw-Hill in 1946 as assistant managing editor of *Business Week*. In 1949, he transferred to *Factory*, and the following year became publisher of the publication. He was named assistant publisher of the company's petroleum publications (*Petroleum Week*, *National Petroleum News*, *Platt's Oilgram News Service* and *Platt's Oilgram Price Service*) in 1953. He became publisher a year later. In 1958, Mr. Waddell was named a senior vp of the publications division.

Before joining McGraw-Hill, Mr. Waddell was a reporter on the *Buffalo Evening News* from 1933 to 1946. He rose from business and financial reporter to executive financial editor, assistant news editor and news editor.

Mr. Traendly, before becoming publisher of the company's chemical papers, in 1950, was publisher of McGraw-Hill's *Food Industries* from 1949 to 1950. He had previously been with International Nickel Co., Victor Chemical Works, and Reinhold Publishing Corp., of which he was a vp and director. #

Highlights of This Week's Issue

Advertising Age *summarizes in this issue the major account changes during the year of 1959. Major changes in the fourth quarter numbered 95. Changes recorded for the entire year totaled 250. Story appears on Page 1, and a complete tabulation is on Pages 90-91.*

Dow Chemical Co. plans a heavy advertising campaign for its new all-year automotive coolant, Dowgard ....Page 3

Klau-Van Pietersom-Dunlap appoints Joseph C. Stodola senior vp and a member of the agency's executive committee ....Page 3

National Sales Executives launches a frontal attack against the Sales Executives Club of New York to stop the club's move to cut its dues to the national organization ....Page 4, 96

Matthew J. Culligan resigns as exec vp in charge of the NBC Radio network to join McCann-Erickson as a general corporate executive in charge of the company's advanced projects division ....Page 6

Food & Drug Administration challenges the American Medical Assn.'s charge that the cranberry ban was needless ....Page 18

John R. Heim takes over from Charles Grandey as director of the Federal Trade Commission's bureau of consultation ....Page 20

Philip Hauser, chairman of the department of sociology, University of Chicago, says improvements in selling and advertising techniques and content are needed as the level of education rises ....Page 22

Aldens Inc. promotes its new catalog with newspaper advertising ....Page 32

McGraw-Hill Publishing Co. study finds that humorous ads in industrial magazines fall flat ....Page 35

C. Schmidt & Sons plans record advertising push to celebrate its 100th anniversary ....Page 36

KTTV acquires exclusive worldwide television rights to the 10-day International Beauty Congress to be held in August ....Page 44

Douglas Fir Plywood Assn. plans to spend $1,250,000 in media advertising in 1960 ....Page 48

MacManus, John & Adams establishes a new department to handle production of literature, sales promotion and direct mail material ....Page 49

National Broadcasting Co. study reveals tape-equipped tv stations doubled in number in 1959 ....Page 52

ABC Radio explores new activity in the fm field ....Page 53

State of Colorado uses business papers, plus offbeat consumer advertising, to sell its beef ....Page 56

Trade Union Courier and two of its publishers, Maxwell and Bert Raddock, are found guilty of criminal contempt of a federal court order prohibiting them from representing their paper as an official publication of the AFL-CIO ..Page 57

Lawrence Valenstein, board chairman of Grey Advertising Agency, predicts agency personnel will double in the next ten years ....Page 59

Azrock floor products division of Uvalde Rock Asphalt Co. schedules drive in consumer and business publications ....Page 60

Joseph E. Seagram & Sons purchases Leroux & Co., maker of cordials and liqueurs ....Page 63

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Matthews Heads Marketing Setup at United Carbon

Company Plans Bigger Program, Seeks Agency, Sets Market Committee

NEW YORK, Jan. 13—United Carbon Co., 35-year-old carbon black producer, is gearing up for a major expansion of its marketing operations.

Despite a $60,000,000 sales volume, United Carbon has not been much of an advertiser up to now. Its activity has been limited to small schedules in business publications.

It has now set up a new marketing committee; it is looking for a new trademark and corporate symbol; it is expanding its business paper advertising and expects to move into the news weeklies.

In addition, the company now has before it presentations from four agencies.

▪ One of these agencies is Arthur J. Falconer Advertising, a shop opened here last April by Arthur J. Falconer, who was formerly with Richard La Fond Advertising and Union Carbide Corp. The Falconer agency is currently serving United Carbon on a temporary basis.

United Carbon, which serves the carbon black and rubber masterbatch industries, expects to expand domestically and internationally. A new plant recently was opened in Australia, and it plans

(Continued on Page 99)

Admen, Media Talk of Creativity; Don't Show It: Stephenson

DALLAS, Jan. 12—Creative selling by advertiser, agency and medium "has never been at a lower level," in the opinion of Clay W. Stephenson, head of Clay Stephenson Associates.

"Although the most fashionable word in business today seems to be 'creativity,' it is manifest that most of today's marketing is anything but creative," Mr. Stephenson told the Texas Press Assn. last week.

"At the level of the advertiser, this lack of creative thinking is evident in the promiscuous use of 'deals' and similar selling gimmicks of an expedient nature.

"At the agency level there is in evidence an embarrassing sameness of creative output such as marketing has never before been obliged to endure.

"And mediocrity flourishes fully as well at the media level," Mr. Stephenson said. "Television programming could hardly be less

(Continued on Page 67)

WILLIAM B. FORS *has been named advertising director of Bissell Inc., Grand Rapids. He formerly was advertising manager.*

Lucky Leaf Ties In Washington Birthday With Cherry Pie Fill

PHILADELPHIA, Jan. 14—A "Lucky Leaf, Lucky You" cherry festival built around the Feb. 22 observance of George Washington's birthday will be sponsored nationally by Knouse Foods, Peach Glen, Pa., processor of Lucky Leaf products, in chain and independent grocery stores, Jan. 15 to Feb. 29.

The event is designed to promote Lucky Leaf cherry pie filling but tie-in uses will extend to ice cream, produce, meats, bakery products, cake and pie crust mixes.

The promotional effort is built around a multi-colored eight-foot high "tree" spectacular conceived and created by Mel Richman Inc., Bala Cynwyd applied art company.

▪ A "bucket" around the trunk of the tree will be filled with 500 Bonomo Korday cherry pops for each retailer taking advantage of the promotion. The "bucket" will be four feet off the ground to enable the grocer to store hundreds of packages of Lucky Leaf cherry pie fillings at the foot of the tree.

A complete kit for dealer tie-ins contains ad mats, tree, bucket, lollipops, over-wire pennants, shelf-talkers and recipe pads.

A trade magazine advertising campaign is planned to support the promotion, through N. W. Ayer & Son, Philadelphia, agency for Knouse. #

Dow Plans Heavy Ad Push for New Dowgard Coolant

MIDLAND, MICH., Jan. 12—A comprehensive advertising program using all major media except radio is being planned for Dow Chemical Co.'s new all-year automotive coolant, Dowgard.

First national exposure will come on television in the final week in March, to be followed in early April by near-saturation daily newspaper kick-off. *Life*, *Look* and *The Saturday Evening Post* will run spreads in April, and *Reader's Digest* will be used in May.

The new product is designed to replace antifreeze, water and rust inhibitors now being used in automobile radiators, according to Dow, making possible retaining a closed cooling system from one year to the next.

▪ Television treatment will come via a new Dow one-hour spectacular on NBC March 31. This, a new enterprise for Dow, will have Boston attorney Joseph Welch as the host. It is to offer a series of productions by Robert Saudek Associates, based on great classic mystery stories.

Newspaper presentation of the new product will come the first week of April in virtually every daily newspaper in the country, covering 208 different market areas. Subsequent newspaper use will be tailored to best indicated impact, based on results of first exposure, but will continue through the remainder of the year.

Trade journals which will carry the Dowgard message to distributors and dealers are *Automotive News, Gasoline Retailer, Motor, Motor Age, National Automotive Dealers Assn. Magazine, Service Station Management* and *Super Service Station.*

MacManus, John & Adams, Bloomfield Hills, Mich., handles the account. #

Elegance
TAKES A BATH
(and loves it)
Eastman CHROMSPUN
fabrics from the CHROMSPUN
ROOMAKER DRAPERIES

MERCHANDISING AID—*This free standing poster is being offered to retailers by Eastman Chemical Products, Kingsport, Tenn., to promote its Chromspun Pace-Mates group of home draperies, which will receive advertising support in the Feb. 7 issue of This Week Magazine.*

Stodola Is Named Senior VP at KVPD

MILWAUKEE, Jan. 12—Joseph C. Stodola, vp and creative director with Klau-Van Pietersom-Dunlap, has been appointed senior vp and a member of the agency's executive committee, a new position.

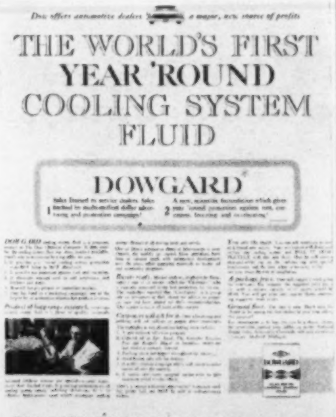
Joseph C. Stodola

The promotion is part of a plan to consolidate all creative functions under one head to provide improved client service, said George J. Callos, agency president. Mr. Stodola, who is also a board member, will coordinate activities of the agency's copy, art, production and radio-tv departments.

The executive committee is itself a new organization at KVPD. Members are Alan R. McGinnis, board chairman; Charles M. Spencer, exec vp, and Messrs. Callos and Stodola.

Mr. Stodola has been with the agency for seven years as a copywriter, group copy chief and copy director. He has held similar positions at Needham, Louis & Brorby, Chicago; Oakleigh R. French & Associates, St. Louis, and Baker, Johnson & Dickinson, Milwaukee.

▪ Klau-Van Pietersom-Dunlap also announced that John R. Cleland Jr. has joined the agency's public relations staff. He formerly was at General Electric's Western Springs, Ill., plant, where he handled advertising, sales promotion and public relations duties. #



Dow offers automotive dealers a major, new source of profits

THE WORLD'S FIRST YEAR 'ROUND COOLING SYSTEM FLUID

DOWGARD

COOLANT DRIVE—*This two-color page, scheduled to break in the Jan. 18 Automotive News and the February NADA Magazine, announces Dow Chemical Co.'s new Dowgard year-'round coolant.*

'McCall's Patterns' Binds Supplement to Issue Using Velcro

NEW YORK, Jan. 12—The spring issue of *McCall's Patterns Fashions* is putting the Velcro fastener to new use: 3" lengths of the Velcro tape bind a digest-size "bonus book" to the regular issue of the magazine.

The bonus book is a reference guide giving tips on sewing procedures as well as advice on how to select a pattern. More than 100 patterns illustrate the sewing advice. It is the first such bonus book *McCall's Patterns* has offered, and the first digest-size publication for the division.

▪ The major problem of how to attach the bonus book to the regular issue was solved when McCall hit upon the idea of using Velcro tape, made of two pieces of woven nylon, which stick together like burrs when pressed together. Heretofore Velcro has been used only for wearing apparel, home furnishings, and the like.

When American Velcro Inc. was approached by McCall, the manufacturer immediately realized the advertising potential of the project, since it would put actual samples of Velcro in the hands of thousands of seamstresses. Velcro specialists were dispatched to the McCall plant in Dayton, O., to work out the involved technical aspects of the project.

▪ The following procedure was finally worked out, applied entirely by hand to more than 700,000 copies of both books: Solvent-activated adhesive was applied to the back of 180,000′ of both strips of Velcro. These strips were then locked together and cut into pieces 3" long and 1" wide. The cut pieces were pressed into a stamp-pad-type container holding a solution which activated the adhesive backs. The sticky side was applied to the back cover of the bonus book, which was then picked up so that the other adhesive side could be applied in proper position to the cover of the standard-size magazine.

▪ American Velcro contributed the 180,000′ of its product to the project; it also ran a color ad on the back cover of the bonus book, plus a three-page ad in the regular pattern magazine. *McCall's Patterns*, in turn, featured a two-page article, "How to Apply the New Nylon Tape Fastener," in the bonus book.

The 65-page bonus book and the 120-page spring issue go on sale Jan. 15, the same date that Simplicity Pattern Co. is introducing its digest-size pattern fashion book (AA, Jan. 11). #

Buchen Acquires Simoniz Product, Hawley Account

We're Not 'Nice Little Agency,' Says Morgan, Citing $11,000,000 Billing

CHICAGO, Jan. 14—The Buchen Co. used an open house for the press as occasion to anhounce two account acquisitions:

Hawley Products Co., St. Charles, Ill., manufacturer of preformed molded fiber parts for the automotive, electronic, luggage and other fields, and a new electric polisher floor wax from Simoniz Co. Buchen already handles Simoniz's commercial line of floor waxes and cleaners and Plumite drain cleaner.

▪ In welcoming visitors to the agency today, Leon Morgan, president, noted that the agency has, and seeks, no multi-million dollar accounts which would "dominate" the agency's operation—and possibly cause chaos by moving.

"We don't want to lose any account, and fight like tigers to keep them all," Mr. Morgan said. "But when we drop a Crane, we can go right along without firing people or cutting back on our operation."

[Crane Co., Chicago, manufacturer of valves, plumbing and heating fixtures, moved from Buchen to N. W. Ayer & Son last November (AA, Nov. 2, 9) after 23 years with the agency.]

He revealed that the total space budget for Crane last year was $551,951, and that the agency's total profit on the account amounted to $95.

"Our pride was dented with the loss of Crane, but we hardly felt the dent in our pocketbook," he added.

▪ Mr. Morgan told the newsmen one of the difficulties the agency faces is "getting recognition as being the kind of advertising agency that we are.

Leon Morgan

"Our friendly competitors often refer to us as a 'nice little industrial agency,' and in this description of four words there are three errors of fact.

"First, " he said, "we are not an industrial agency. Second, we are not little, and thirdly, we are not very nice to people who refer to us as a nice little industrial agency."

The agency president reported that Buchen's 1959 billings were slightly over $11,000,000 (about half from industrial clients), and that the agency employs 130 people, servicing 36 clients. #

Iowa Eyes Stamp Revenue

The Iowa Executive Council, Des Moines, is considering the possibility of the state collecting trading stamps from gasoline stations patronized by officials driving state cars. Secretary of State Melvin D. Synhorst said by collecting the stamps the state could realize thousands of dollars in either gasoline discounts or merchandise.

Cooper Joins Colle McVoy

Frank Cooper has joined Colle McVoy Weston Barnett, Waterloo, Ia., as account executive. Mr. Cooper was formerly an account executive with R. J. Peterson Associates.

Hostile Moves Widen Breach Between N. Y. Sales Execs and NSE

New York, Jan. 13—National Sales Executives has launched a frontal attack against the Sales Executives Club of New York to stop the local club's move to cut its dues to the national organization (*see earlier story on Page* 96).

NSE mailed a letter and a return postcard last night to members of the New York club. The letter, signed by J. A. McIlnay, NSE president, urged New York club members to sign and return the card and to close ranks in support of the national body.

The postcard New York members are being asked to sign and return reads as follows:

"I am a member of NSE and understand my total membership dues in SEC-N. Y. include my NSE dues of $15 per year. It is my desire for SEC to continue to transmit such NEC dues to national headquarters for me."

In addition, SEC members have been called on the phone today by NSE staff members requesting that the cards be returned as promptly as possible.

■ Many SEC members frankly admit they are "burned up" by these tactics. In some instances, secretaries of members out of town, reportedly, have been asked to return the cards with the members' names filled in, "because it's merely a formality."

At SEC a new questionnaire to members is being prepared. Members will be asked to vote on whether they want to drop out of NSE and use the $20,000 saving for additional local club services, or for a reduction of club dues. They also will be asked whether they want to stay in NSE and increase dues, or whether they would prefer setting up a separate New York club affiliate of NSE for such members as care to participate in the national's activities.

Evidently the split that has developed between the two organizations has been widened a great deal by the actions taken this week and last, and a complete breach between the two groups reportedly will now be hard to stop. #

Arcadia Metal Names West

Arcadia Metal Products, Fullerton, Cal., manufacturer of sliding glass doors, window wall systems, and other architectural products, has appointed West Associates, Los Angeles, to handle its advertising. Billings are expected to total in excess of $100,000. Don Frank & Associates, Anaheim, Cal., is the former agency of record.

Odor-Aire Names Hall, Haerr

Odor-Aire Inc., Wichita, Kan., has appointed Hall, Haerr, Peterson & Harney, Jefferson City, Mo., to handle advertising for its newly acquired division, Titan Chemical Industries, formerly in Denver. Titan manufactures 19 aerosol products, including Titan Shave Lather, Wave Spray and Hair Shampoo.

HOME BUYING—*Briggs Mfg. Co., Warren, Mich., timed this color spread, which urges the virtues of home owning, to run in the Jan. 18 issue of Life, coinciding with the Chicago convention of the National Assn. of Home Builders. Left-hand page copy, which is straight home-building promotion, asks: "Don't you deserve the very best—the joy of living in a modern home?" MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.*

'Betty & Bill,' New 'Look' Comics Page, Offers Ad Mentions

New York, Jan. 14—"Betty & Bill," a new family-style advertising page, will be started in *Look* next fall.

"Betty & Bill" is patterned after the old Nancy Sasser "Buy Lines" column. In this case, product advertising will be integrated into stories about a family—Betty, Bill and their three children.

Thomas Parsons, New York lawyer who is president of Betty & Bill Inc., announced that four-color pages will be used in alternate issues of *Look*, beginning with the Sept. 27 issue.

Ten advertising units will be available in each insertion, with no product allowed more than two. When two units are bought, the product will be featured in a photograph.

The one-time rate has been set at $5,634 per unit, payable to Betty & Bill Inc., which will write all the copy and handle all the production. Regular agency commission and cash discounts apply. Betty & Bill will be paying *Look* approximately $34,000 for the color page.

Bryner & Walter, New York, has been appointed sales representative of "Betty & Bill." #

WWL-TV Boosts Larry Carino, Maurice Guillerman

WWL-TV, New Orleans, has promoted Larry Carino from acting manager to general manager. Mr. Carino, who joined the station in September, 1958, as sales manager, formerly was general manager of KTNT-TV, Seattle.

Larry Carino

Maurice J. Guillerman

WWL-TV also has promoted Maurice J. Guillerman from national sales manager to general sales manager.

Conner to Marcus Advertising

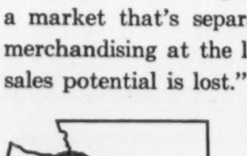
Henry Conner has joined the account group of Marcus Advertising, Cleveland. Mr. Conner was formerly with the Jos. Schlitz Brewing Co., eastern division.

Seagram's Gin
WORLD'S LEADING
Golden Gin
VO
WORLD'S LEADING
CANADIAN WHISKY
Seagram's
Seven 7 Crown
WORLD'S LEADING
AMERICAN WHISKEY

EDWIN L. DAVIES
Washington State's Representative
SEAGRAM-DISTILLERS CO.

"To make sales in Western Washington we must have local coverage in Tacoma"

"We know from experience that Tacoma must be fully considered in any sales campaign in the Puget Sound area," says Mr. Davies. "Tacoma must be treated as a market that's separate and distinct from Seattle, and it must be given strong merchandising at the local level. Otherwise a large portion of Western Washington's sales potential is lost."



Think Twice About Tacoma

Washington is an evening newspaper state. Of 26 daily newspapers, 21 are evening and only 5 are morning papers. (And of these 5, three are morning-evening combinations.)

Washington State's No. 2 evening newspaper, in both circulation and advertising linage, is the TACOMA NEWS TRIBUNE.

Circulation of the News Tribune is now nearly 85,000

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Would you settle for a *242% SALES INCREASE in 1960?

That's what a famous manufacturer achieved—a big 242% increase in sales to America's Newest Families when he sampled his product through BRIDAL-PAX.

BRIDAL-PAX is a new idea in sampling. Non-competing products are packaged in an attractive kit. They're presented with the manufacturers' best wishes to more than 500,000 new brides and grooms *just when they are deciding their brand preferences for a lifetime.*

If you want to increase your sales for years to come, use BRIDAL-PAX in 1960!

An inexpensive Test Program can be tailored for *your* product in any area you wish. Phone or write to

BRIDAL-PAX INC.
Controlled Product Sampling
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
IV 5-0660

*Fact Finders, Inc.

Like the immortal riders themselves, one **PONY EXPRESS** episode picks up where the last one left off. Running skirmishes with Indians, bushwhackers and the forces of nature over a 1,966-mile trail provide compelling action for scene after scene, episode after episode. The gripping dramas of **PONY EXPRESS** have no need for contrived situations. Their springboard for action and reality is indelibly inscribed in the history of the West.

NBC Television Films, a division of CNP California National Productions, Inc.

Culligan Moves to McCann—Still Stresses Selling

Matthew J. Culligan

NEW YORK, Jan. 14—Matthew J. Culligan is resigning as exec vp in charge of the NBC Radio network to join McCann-Erickson. His title at the agency: General corporate executive in charge of the company's advanced projects division. He will function on the policy level, with a seat on the board. The shift takes place in March.

In the 41-year-old Mr. Culligan, McCann-Erickson is getting one of the most colorful and best known men in Madison Ave. circles.

The regulars at 21 were used to seeing plenty of uniforms in 1945, but the beribboned lieutenant with the black eyepatch (a souvenir of the Battle of the Bulge) was an attention getter. At the bar he struck up a conversation with Harry Chamberlaine, then with *Good Housekeeping*, now publisher of *Popular Mechanics*. When the young infantry officer walked out that summer afternoon, he was in the advertising business—as a salesman for *Good Housekeeping*.

■ This was the start of the postwar business career of Joe Culligan, who had been a typewriter salesman and a World's Fair demonstrator and lecturer when he joined the Rangers in 1941.

His associates from his print days still consider him one of the best space salesmen ever to hit the publishing business. His great talent as a sales exec, as they see it, was integrating all his people into the selling function, so that the bosses' cash registers keep humming.

"This guy doesn't overlook anybody in the organization," one of his former publishing associates remarked. "I've even seen him make a presentation to the shoe shine man when he wanted a candid, spontaneous reaction."

Mr. Culligan's publishing days lasted until December, 1951. In the interim he had moved up the ladder from sales to manager of the home building department at *Good Housekeeping* to advertising director for several of the Ziff-Davis magazines. He left to become a vp of John Sutherland Productions, producer of industrial and commercial motion pictures.

Mr. Culligan is an extremely determined and self-assured man. These qualities were dramatically demonstrated a year later, when he quit the film company and took a 50% salary cut—just so he could get into the tv business with the National Broadcasting Co.

Starting as a salesman on "Today," he zoomed up the tv ranks at NBC, through sales manager of participating programs to national sales manager to vp. In August, 1956, he was shifted to radio and given the job of trying to put some life and excitement into network radio, at a time when it looked as though it might be inundated by red ink. He was given the exec vp title two years later.

Joe Culligan worked at the job with his usual 100% enthusiasm. He pitched network radio just as joyfully as though it were a bright new idea, with unlimited possibilities. He talked up new approaches such as "imagery transfer"—suggesting that advertisers use radio to remind consumers of the advertising they had been exposed to in magazines, tv or other media. He worked to keep the weekend "Monitor" show lively and full of fun and information and news features. He gave radio one of its best documentaries in the "Image Russia" series.

■ But the scope of network radio continued to shrink, despite the efforts of many capable men to halt the trend. Last fall NBC decided to follow the lead of CBS and ABC and curtail its service. In January of this year, NBC reduced its programming day and switched to a combination station compensation and program service type of operation.

With this change it was clear that network radio was no longer a sufficiently promising area to hold an ambitious executive in his most productive years. There were rumors that Mr. Culligan would move back to tv or to the NBC parent company, RCA. But the acceptable television opening didn't materialize.

So Mr. Culligan stayed long enough to preach the gospel of NBC's newest plan for putting network radio on a sound financial basis to affiliates. Once his missionary work was over, Joe said yes to Mr. Harper, who had been making him job offers for the past 14 years.

■ And precisely what will Mr. Culligan be doing in his "advanced projects" assignment at McCann? Mr. Culligan cited two areas, among many others, in which he expects to be active:

1. Commercial effectiveness research projects. "If we can make the commercials more effective, then we can sell more products, and the advertising budgets will go up," he said.

2. Marketing communications. It isn't sufficient just to have a good product and a good organization, he suggested; the same interest and excitement and enthusiasm held by top management must be transmitted down the line to the salesmen if the company is going to do as well as it should. #

Libby's BEST BUY DAYS
Libby's quality is the savings winner in the long run!

FOODS AND FASHIONS—*This unusual food ad for Libby, McNeill & Libby, Chicago, will appear in the Feb. 2 issue of Look, on newsstands Jan. 19. The ad seeks to establish in the housewife's mind the idea that "quality is the savings winner in the long run" whether in fashions or foods. J. Walter Thompson Co. is the agency.*

EQUIPPED TO EXPLORE THE DEPTHS

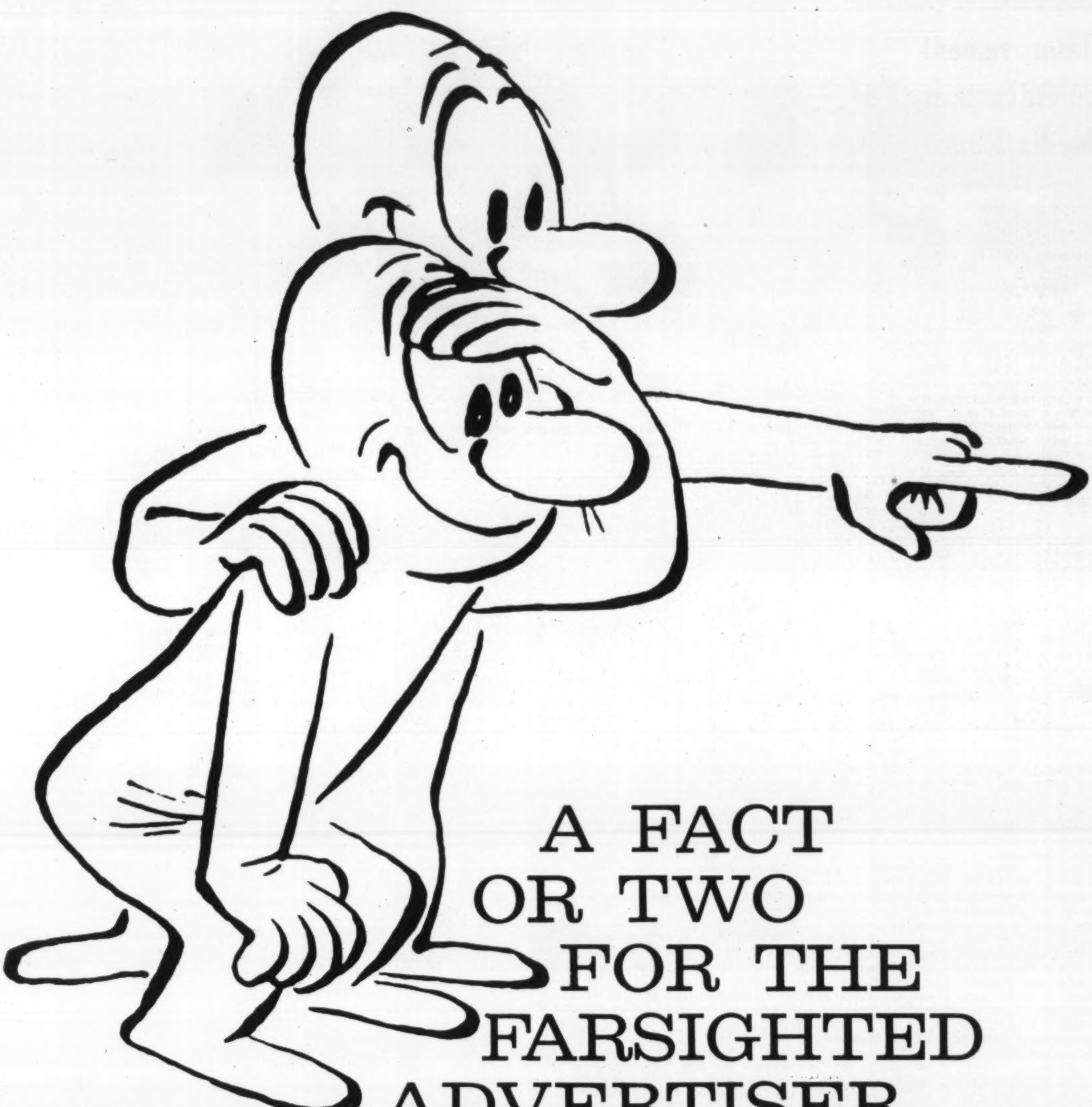
Beneath the surface of every advertising plan, sales program, or client project lay the complicated details of producing it . . . complicated details that call for the specialized assistance that Jam Handy's expertly trained staff can supply.

Whatever your plans may be—count us in. Our creative staff and complete production facilities are available to do the job at a price less than you might think. For complete information on Jam Handy write today.

The JAM HANDY Organization
NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757



A FACT OR TWO FOR THE FARSIGHTED ADVERTISER

We have been looking beyond our nose, as well as over our shoulder, and have a presbyopic prediction to make: *Advertising annals may well recall 1960 as "The Year of the Post."*

Of course, (speaking over-the-shoulder-wise now) we'll admit you don't need ESP (no relation to APX) to see that The Saturday Evening Post has got a running start on the year ahead. Take the fourth quarter of 1959, for example – up 39 pages and $5 million over last year. And, throughout the year, advertising revenue leaped over $97,600,000 with 330 *new* advertisers in the Post in '59. Circulation? Up from 6,000,000 with the February 14 issue to over 6,390,000 before the end of the year!

And the shape of things to come? As well-defined as a movie starring MM and BB (no relation to APX *or* ESP)! Performance estimates for the first quarter of 1960 curve enticingly upward – show the Post way out front over the same period last year in revenue and advertisers!

All of which prompts us to gaze into our rose-colored crystal ball and suggest this clairvoyant moral for farsighted advertisers – in 1960, your future's not in the stars . . . it's in the pages of the Post!

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Ad Improvement Up to Advertiser, Not Media: Kintner

FTC Head Will Discuss Steps in Talks with ANA, AFA Next Month

WASHINGTON, Jan. 14—Federal Trade Commission Chairman Earl Kintner regards next month's special Assn. of National Advertisers and Advertising Federation of America meetings as a critical point in the current discussions of the need for more self-regulation in the advertising profession.

He's to appear before a special meeting of the ANA membership in New York Feb. 2, and with AFA here Feb. 5. He hopes these meetings will lead to specific moves by advertisers to deal with deceptive and irritating practices which are bringing a flood of complaints from the public to the FTC.

■ In an interview this week, he told ADVERTISING AGE: "One of the most important points which I want the advertising people to take to heart is that these problems will not disappear. They will not go away by themselves.

"There is still time for advertisers to do something on their own. But if the advertising industry doesn't set itself up to deal with these problems, there will ultimately be legislation. And it will not be the kind of legislation that they or I will like."

As he turns over in his mind the things that he wants to say at the ANA and AFA meetings, Chairman Kintner remains firm in the belief that self-regulation can play a very important role in the elimination of deceptive and irritating advertising.

■ In the course of the interview, he was advised, "Some advertising people have had some distasteful experience with codes enforced by media groups. They find a code can be extremely arbitrary. They conclude: 'I'd rather take my chances with the Federal Trade Commission. At least there I am guaranteed due process under law'."

This observation clearly didn't receive a sympathetic reception from the chairman. "People simply object to certain kinds of advertising, even if it is truthful," he said. "The industry, for its own good, has an obligation to enforce standards of good taste, even though some individuals may feel they are arbitrary."

While he is pleased with the efforts of media groups to enforce advertising standards, Chairman Kintner is convinced that there cannot be any genuine, lasting improvement in advertising unless the initiative comes from the advertisers themselves.

■ "The media simply cannot afford to be too choosy," he says. "The advertisers are the people who are putting up the money. The media need assurance that the advertisers themselves are serious about dealing with this problem."

His impressions are fortified in part by the mail that he is receiving—now running into hundreds of letters monthly.

"People clip ads from the newspapers and send them to me," he says. "The ads are from some of the nation's best newspapers, and they are from all parts of the country. The truth of the matter is that there are very few newspapers which can afford to say no to a lot of advertising which ought to be eliminated."

■ His speech hasn't been written yet. But his present intention appears to be to use the ANA and AFA platforms as forums for an invitation to the advertising business to go about self-regulation with full and complete counsel and guidance from FTC.

He feels the industry will find that FTC already has a big backlog of decisions and policies which can be interpreted and circulated by the industry itself. Noting that the attorney general has proposed that FTC issue "guides" for tv advertising, he points out that the industry itself could go ahead immediately and issue exactly the same kind of guides from the same materials the commission would use.

One of the topics which certainly would be covered by a guide for tv advertising would be "deceptive demonstrations."

"What is there to prevent any of these associations from working up their own guide on this?" the chairman wonders. "Certainly, our people would be glad to go over whatever they propose, and to offer help and suggestions."

■ The consequences of continued delay, as he sees it, can only be painful to advertising.

"The public is losing confidence in advertising, and even some of the advertisers are beginning to wonder about it," he says. "On the platform at a home furnishings convention last week, a major manufacturer told me his company had made a survey of deceptive comparative price advertising in its field. It was shocked by the quantity of it. He was wondering whether advertising does more harm than good for the entire industry."

In terms of regulation, the impact of further delay could be even more serious, he feels.

■ Currently FTC is considering a number of far-reaching suggestions for tighter control of advertising which were proposed in the recent tv report of Attorney General William P. Rogers (AA, Jan. 4).

One proposal suggests that the cleanup of deceptive radio-tv advertising might move faster if complaints were issued against stations as well as advertisers. In the past FTC has found media ordinarily serve only as a conduit for transmitting false advertising. The commission has been reluctant to involve anyone in a complaint unless he had a direct role in originating the controversial material. Nor has it been inclined to have a tougher policy for one medium than it has for others.

An even more far-reaching proposal contained in the attorney general's report suggests that FTC might eventually have to go to Congress for authority to obtain injunctions to stop contested advertising campaigns while the administrative process is under way.

■ The commission's position on these ideas may soon be publicly revealed, possibly in a special report to the President.

Meanwhile, Chairman Kintner explains, his feeling during the years he was FTC's chief legal officer was that the injunction must be regarded as "an extraordinary remedy," to be used only in instances where there is clear danger to the public health or safety, or perhaps where great loss may occur.

"There have been cases which have dragged on for many many years, where advertisers have been able to use deceptive claims, and we have not been able to stop them," he admitted.

"But I am very conservative about rushing into injunctions under ordinary circumstances. Maybe some of these cases have run too long because we haven't been as aggressive as we ought to be. Perhaps we can improve our own procedures and cut the delay," he said.

"But in any event, I would prefer that someone occasionally have an advantage that he should not have, rather than resort to procedures which would deprive business men of their full right to due process. These are fundamental principals of the American system, and I am not here to destroy them." #

SUN-MAID SUNSWEET
Winter Carnival
OF SUNNY CALIFORNIA FRUITS
FREE
SUN-MAID RAISINS

WINTER SUNSHINE—*Sun-Maid and Sunsweet kick off their fifth annual joint "Winter Carnival" promotion with this four-color spread in the March Ladies' Home Journal. Long Advertising, San Jose, is the agency for Sunsweet; Maxon Inc., Detroit, the agency for Sun-Maid.*

Dairy Association to Use 'McCall's,' Dailies in June Push

CHICAGO, Jan. 13—National Dairy Assn. will use *McCall's* plus newspapers as its major advertising instrumentality for June Dairy Month this year.

A color spread featuring seven summer dishes using dairy foods, plus a third page detailing the recipes, will run in the June issue of *McCall's*.

A series of two-color half-page ads will run in newspapers in the top 50 markets during the middle three weeks in June; 50 additional markets will be covered with half-page ads, in b&w and color, during the first week.

Color and b&w mats will be available for local use by grocers and dairies. In-store and home delivery materials also are available. The theme of this year's drive is "June's best meal ideas start with dairy foods."

Campbell-Mithun is the agency.

DONN SUTTON

CHICAGO, Jan. 15—Donn Sutton, 54, director of public relations and advertising, Borg-Warner Corp., died last night in Passavant Hospital of complications following an operation performed Jan. 7.

He joined Borg-Warner in December, 1946, as public relations counselor and became director of public relations and advertising in June, 1958. Prior to joining B-W he had been editor-in-chief of National Editorial Assn.

Aron, Shore Agencies in Philadelphia Merge

David H. L. Aron of Aron Advertising Associates, and Marvin Shore Advertising have merged to form Aron & Shore Advertising, with offices at 34 S. 17th St., Philadelphia. Together, the agencies currently bill about $250,000 annually.

Mr. Aron, president of the new agency, has operated his own agency for the past several years. Mr. Shore, who is secretary-treasurer and creative director, was ad manager for Sylvan Pools, Doylestown, Pa., before he opened his own agency a year ago.

Print Push Heralds Zenith Hearing Aids

CHICAGO, Jan. 14—Zenith Radio Corp.'s hearing aid division will launch a major print campaign Jan. 18 to introduce the first of several product innovations it plans to unveil this year.

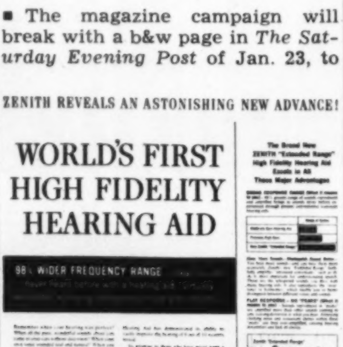
First of these is an extended range aid which, according to Zenith, offers 98% greater range of reproduced and amplified sound than is possible through present transistor aids. This will bring some hard-of-hearing people back into the area where hearing aids can help them, a Zenith technician said.

While most hearing aid advances in recent years have been aimed at miniaturization, the new extended range item—a pocket battery unit wired to the ear piece—represents the first advance in many years in the quality of the sound transmission, according to Zenith.

■ The magazine campaign will break with a b&w page in *The Saturday Evening Post* of Jan. 23, to be followed by an ad in *Coronet*. *National Geographic* and *Reader's Digest* also will be used.

Newspaper ads, some of them as large as 1,000 lines, will appear in more than 100 markets beginning Jan. 18. Broadcast advertising of the new aids will be done through Zenith's dealers. The whole campaign introducing the units will run for about eight weeks.

One or more additional Zenith hearing aid innovations, yet to be announced, will be marketed about April 1, accompanied by similar introductory campaigns, according to George Stokes, vp of MacFarland, Aveyard & Co., Chicago, Zenith's hearing aid agency. He declined to specify what the new products would be. #


ZENITH REVEALS AN ASTONISHING NEW ADVANCE!

WORLD'S FIRST HIGH FIDELITY HEARING AID

98% WIDER FREQUENCY RANGE

ZENITH

NOW HEAR THIS—*This b&w page in The Saturday Evening Post will kick off Zenith's campaign on its improved hearing aid.*

Soundscriber Ads Back Remote Control Dictating Apparatus

NORTH HAVEN, CONN., Jan. 14—Soundscriber Corp. will shoot for a larger share of the $70,000,000 dictating system market late next month, when it launches its new Satellite line of dictating equipment with a $125,000 national campaign.

The Satellite system, "which for the first time eliminates the need for having a dictating machine on the business man's desk," allows up to five microphones to be operated remotely from the same recorder from several offices away.

Soundscriber will use a four-color spread and page in the March *Fortune* and in *U. S. News & World Report* initially, followed by four-color spreads in *Business Week*, *Modern Office Procedures*, and *Office Management*. These publications, plus *Dun's Review*, *Nation's Business*, and *Newsweek*, will be used later in the year.

More than 500,000 reprints of the four-color ads will be used as direct mail pieces. The company will use inquiries from the ads and direct mail to determine the demand for the new line.

■ While Soundscriber does not use broadcast media, it spends about $250,000 in print annually. The company accounts for about 14% of the market, led by Dictaphone Corp., with a reported 50%, and Thomas A. Edison Industries, West Orange, N. J.

Fuller & Smith & Ross, New York, is the agency. #

Public Service Shows in Prime Time: Doerfer

NEW YORK, Jan. 14—If the suggestion advanced here today catches on, the 7:30 to 8 p.m., Monday-through-Friday period will become known as tv's public service half-hour.

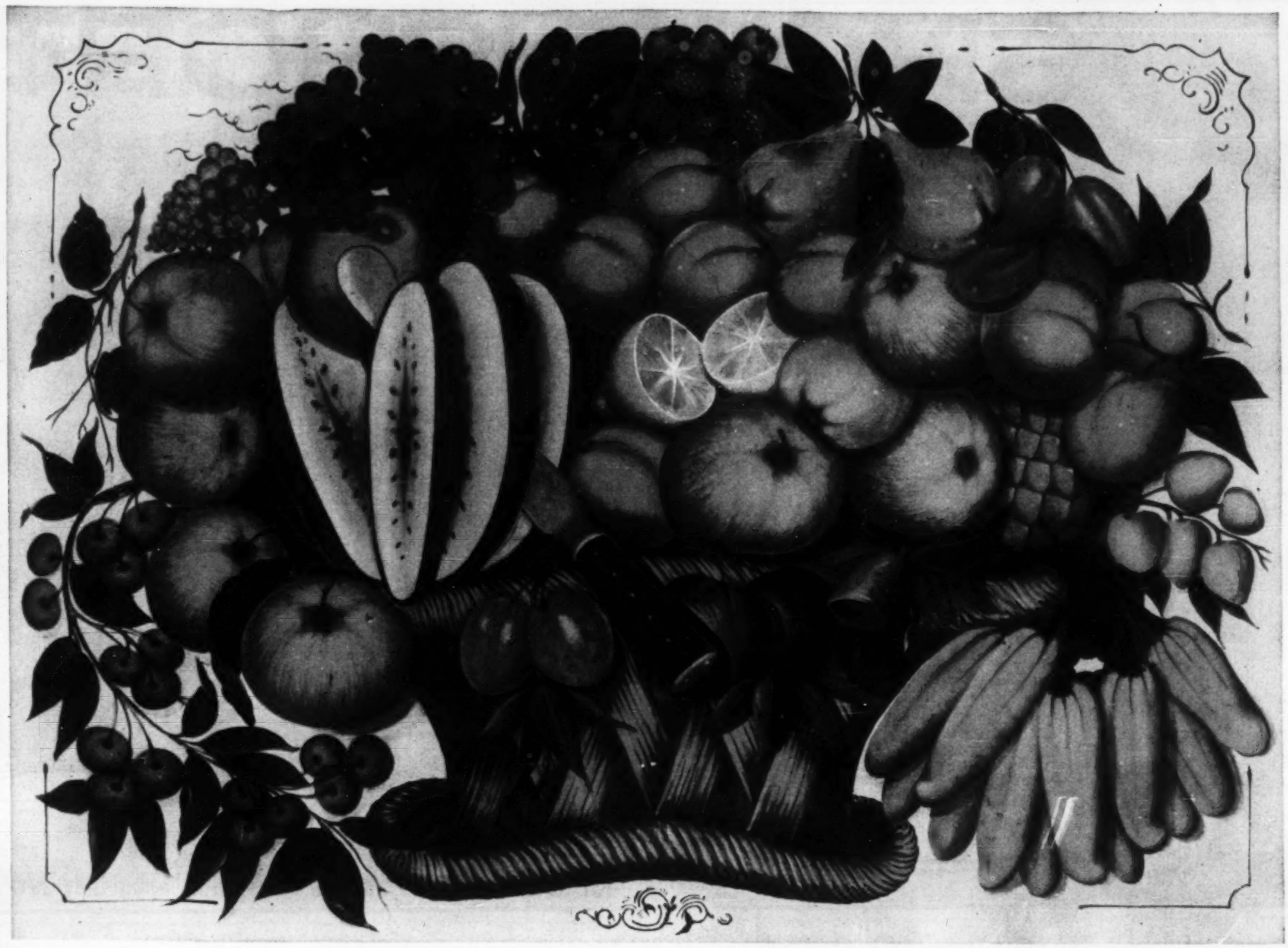
In a speech before the Radio & Television Executives Society, John C. Doerfer, chairman of Federal Communications Commission, recommended that this time period be set aside for information, educational and cultural programming on a regular basis.

Mr. Doerfer proposed a plan designed to enable the telecasters to carry out this recommendation without the imposition of an "unreasonable burden" on the industry. This is how the commission chairman outlined his plan:

■ "The three national networks and their affiliated stations would set aside 7:30 to 8 p.m., Monday through Friday, for public service programming on a rotating basis. One week the NBC network and the NBC stations would use this time for cultural and education programming; the following week the time would be taken over by CBS and its affiliated stations; the third week by ABC and its affiliated stations.

"The networks have available more creative talent than any individual station could command, and should, in my view, furnish three or four one-half hours of programming in their respective week. The individual station could take the remaining one or two one-half hours for the presentation of particular issues and discussions especially pertinent to its own community. In this fashion, there is no unreasonable burden imposed upon any single unit of the industry and it would give the industry an opportunity to fulfill this part of its responsibility on a fair and equitable basis."

Mr. Doerfer indicated that he saw no reason why these public service programs could not be sponsored. #

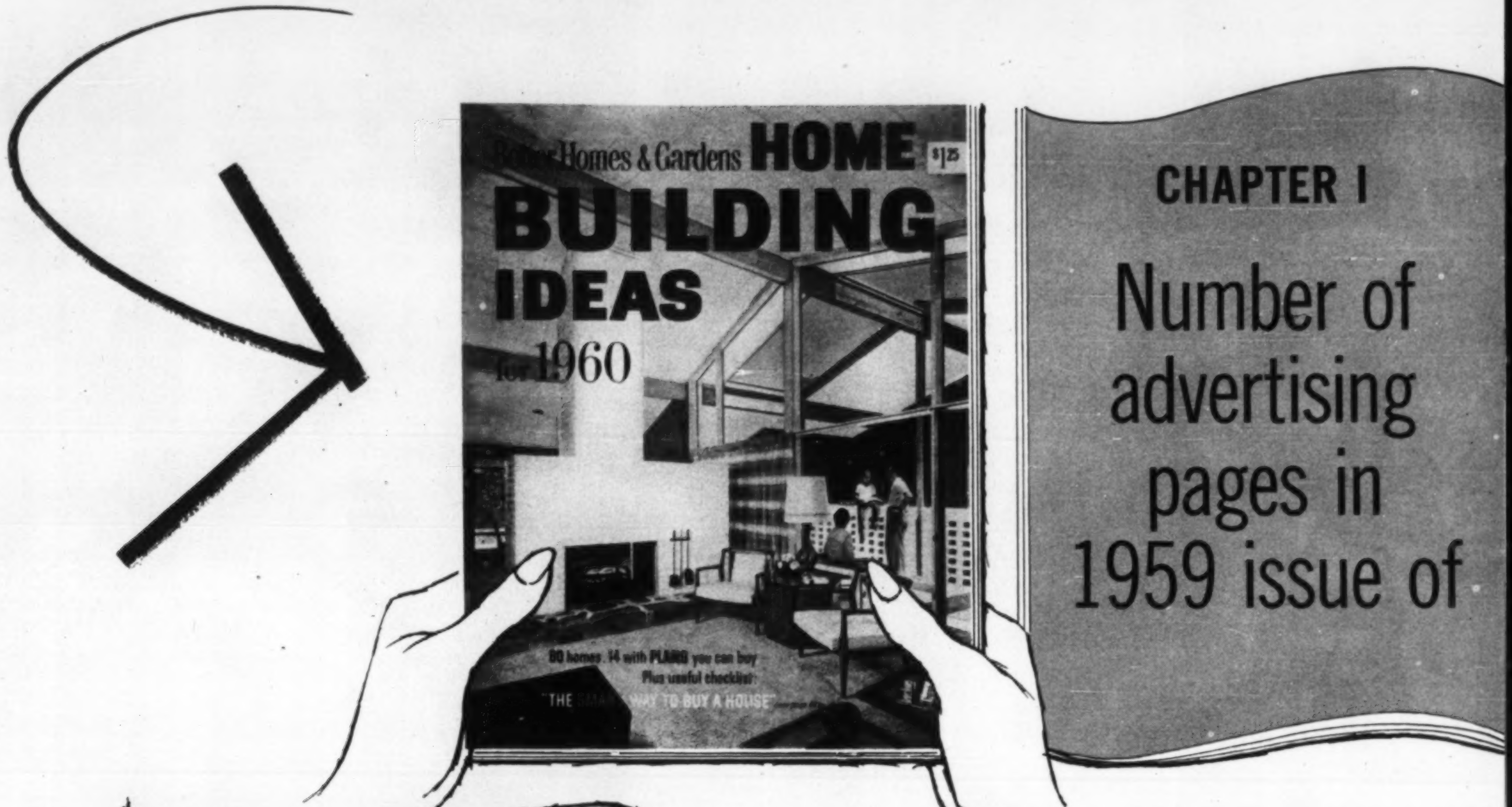


Take that famous dessert. It proved that even today's most successful product can't rest on yesterday's ideas. ¶ The man who made it owned the market. His share was practically all the share there was. He continued to build the market with new flavors, new packages and new promotions. He had practically everybody eating his dessert. You'd think he had gone to the limit of sales. ¶ But, now he's got people spooning it on cereal... as well as sprinkling it on toast... And using it with ice cream to make sundaes. ¶ Tomorrow, who knows what? People will use a fine old brand in brand new ways when somebody gives 'em the idea... People buy ideas!

YOUNG & RUBICAM, advertising

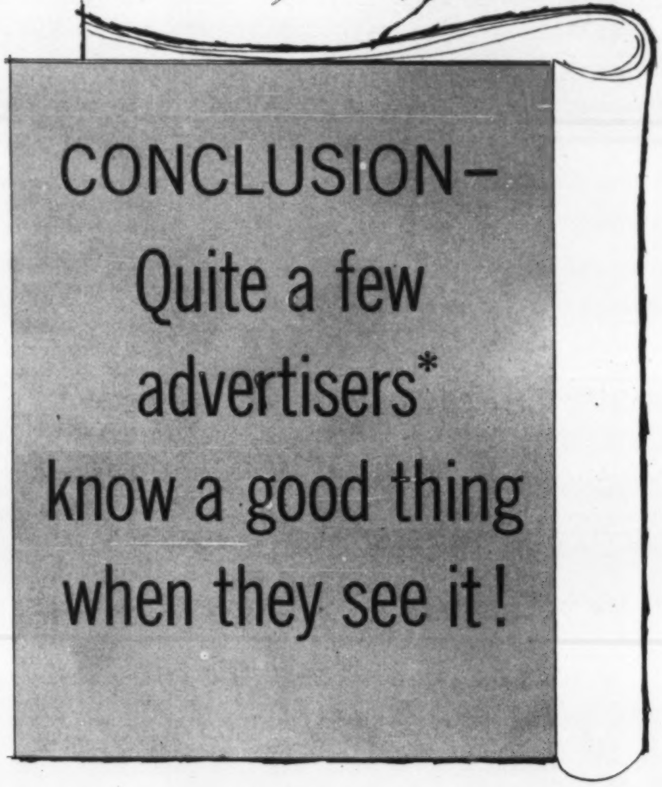
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT • GENEVA

SHORT, SHORT


Better Homes & Gardens HOME BUILDING IDEAS for 1960
$1.25
80 homes, 14 with PLANS you can buy
Plus useful checklist:
"THE SMART WAY TO BUY A HOUSE"

CHAPTER I

Number of advertising pages in 1959 issue of



CONCLUSION–

Quite a few advertisers* know a good thing when they see it!

***131 advertisers who knew a good thing when they saw it**

Special Units
Frigidaire Div. of General Motors Corp.—
4 page unit
Westinghouse Electric Corp.—
24 page unit

Spreads
American Telephone & Telegraph Co.
Crossett Lumber Co.
Farley & Loetscher Mfg. Co.
Lyon, Inc.
U. S. Gypsum Co.

Page and ½ Units
Knape & Vogt Mfg. Co.

Page and ¼ Units
Tile Council of America

Pages
AllianceWare, Inc.
American Cyanamid Co.
American Olean Tile Co.
Amerock Corp.
Arkla Air Conditioning Corp.
Arrow Fastener Co., Inc.
Artolier Corp.
Barber-Colman Co.
Bell & Gossett Co.
E. L. Bruce Co.
California Redwood Assoc.
The Philip Carey Mfg. Co.
Cargill, Inc.
Carrollton Mfg. Co.
Chambers Built-ins, Inc.
Crane Co.
Culligan, Inc.
Curtis Companies, Inc.
The Deming Co.
DeVAC, Inc.
Douglas Fir Plywood Assoc.
Elgin Softener Corp.
Fleet of America, Inc.
Goulds Pumps, Inc.
Hastings Aluminum Products, Inc.
Hobart Mfg. Co.
Kwikset Locks, Inc.

Why don't you write your own success story in BH&G's six Idea Annuals this year? Each one a potent source of specialized ideas and sales power.

Better Homes & Gardens HOME IMPROVEMENT IDEAS
for 1960 ...room remodeling news
39 materials for your walls, floors
Finishing attics

Closes: June 15, 1960
On Sale: August 18, 1960
Rate Base: 165,000

Better Homes & Gardens HOME FURNISHINGS IDEAS for 1960

Closes: July 15, 1960
On Sale: September 20, 1960
Rate Base: 450,000

MEREDITH OF DES MOINES...

SUCCESS STORY

(VERY CONVINCING, TOO!)

BH&G HOME BUILDING IDEAS: 76

CHAPTER II

Number of advertising pages in 1960 issue of BH&G Home Building Ideas, on sale this week: 124½

Advertiser index for 1960 Better Homes and Gardens Home Building Ideas Annual

Lennox Industries, Inc.
Libbey-Owens-Ford Glass Co.
The F. E. Myers & Bro. Co.
National Mfg. Co.
National Oak Flooring Mfrs. Assoc.
Paragon Homes
Pittsburgh Plate Glass Co.
Pomona Tile Co.
Powers Regulator Co.
Red Cedar Shingle Bureau
Revco, Inc.
Richmond Plumbing Div. of Rheem Mfg. Co.
Robertshaw-Fulton Controls Co.
Rock Island Millwork Co.
Rolscreen Co.
R.O.W. Sales Co.
Shakertown Corp.
Southern Pine Associates
Surface Combustion Corp.
H. A. Thrush & Co.
U. S. Ceramic Tile Co.
U. S. Plywood Corp.
Universal-Rundle Corp.
Waste King Corp.
Welsh Plywood Corp.
West Coast Lumbermen's Assoc.
Westinghouse Electric Corp.
Weyerhaeuser Sales Co.
White-Rodgers Co.
Woodward Iron Co.

½ Page
The Aladdin Co.
Alsco, Inc.
The Bilco Co.
Wm. Cameron & Co.—Ideal Co.
Case Mfg. Corp.
Cavalier Corp.
Filon Plastics Corp.
General Air Conditioning Corp.
Hall-Mack Co.
Hunter Div.-Robbins & Myers, Inc.
Iron Fireman Mfg. Co.
I-XL Furniture Co., Inc.
Spencer Kellogg & Sons, Inc.
The Koppers Co., Inc.
Landon, Inc.
Lewis Mfg. Co.
Logan Co.
Manitowoc Equipment Works
Marlite Div. of Masonite Corp.
Marmet Corp.
Mueller Climatrol Corp.
National Lock Co. (2)
Nichols Wire & Aluminum Co.
Peerless Pump Div.-Food Machinery & Chemical Corp.
Perma-Stone Co.
Raynor Mfg. Co.
Rowe Mfg. Co.
Standard Dry Wall Products, Inc.
Sta-Rite Products, Inc.
Stewart-Warner Corp.
Structural Clay Products Institute
Superior Fireplace Co.
The Tait Mfg. Co.
Wesix Electric Heater Co.
Westinghouse Electric Corp.
Wood-Mosaic Corp.

¼ Page
Andersen Corp.
Bennett-Ireland, Inc.
Burnham Corp.-Lord & Burnham Div.
Samuel Cabot, Inc.
Craft Glas Pools, Inc.
Crane Co. (2)
Darworth, Inc.—Cuprinol
Decatur Pump Co.
Frantz Mfg. Co.
L. F. Garlinghouse Co., Inc.
General Floorcraft, Inc.
Hipp Welding, Inc.
Home Building Plan Service
Home Planners, Inc.
International Mill & Timber Co.
Keller Products
Keystone Shower Door Co.
The Majestic Co., Inc.
A. Y. McDonald Mfg. Co.
Mosley Electronics, Inc.
E. L. Mustee & Sons, Inc.
Nationwide Plan Book Co.
Palley Supply Co.
Research Products Corp.
The Roberts Co.
Rolscreen Co. (2)
Talk-A-Phone Co.
Temco, Inc.
Tilemaster Corp.
Weil Pump Co.
The Wiremold Co.

CHRISTMAS IDEAS 1959
30 HOLIDAY FOODS

Closes: August 15, 1960
On Sale: October 20, 1960
Rate Base: 550,000

Better Homes & Gardens
KITCHEN IDEAS for 1960

Closes: October 14, 1960
On Sale: December 20, 1960
Rate Base: 225,000

Better Homes & Gardens HOME BUILDING IDEAS for 1960

Closes: November 15, 1960
On Sale: January 20, 1961
Rate Base: 165,000

Better Homes & Gardens
GARDEN IDEAS for 1960

Closes: December 15, 1960
On Sale: February 18, 1961
Rate Base: 135,000

America's biggest publisher of ideas for today's living and tomorrow's plans

The Editorial Viewpoint . . .

We Don't Need Advertising Laws; We Need 'More Action, Less Lip Service'

We go along, all the way, with Morton Simon's testimony before the Federal Communications Commission last week that new laws are not needed in this or any other advertising area.

We said on Nov. 16 that "whatever ails broadcasting is not a matter of new or extended legislation. It is a matter of getting the Federal Communications Commission off its duff and out of its somnambulistic state and into a condition at least vaguely reminiscent of a living, virile mechanism." And nothing that transpired at the FCC hearings has changed our opinion.

Nor has anything that transpired at the hearings changed our opinion that the broadcast law of the land should recognize and regulate networks, instead of ignoring them—and that it will be to the ultimate benefit of advertising as well as the public for advertisers to get out of show business and to concern themselves with preparing and presenting their commercial messages, while networks and stations take over complete concern over shows and programs.

Peter Allport of the Assn. of National Advertisers gave the FCC most of the tired old conventional arguments about the need for advertisers to be connected with, and to have control of programs—not "complete" control, you understand, but just "some" control.

He said, among other things, that if some advertisers "were denied the right to participate in the selection of program material, and if, furthermore, they could not be identified with the particular program of their choice," they could not justify "for simple economic reasons" their investment in television.

This sounds good, but it doesn't square with the realities of television advertising, and Mr. Allport and the members of the ANA know it, or ought to know it. It takes only about five minutes' conversation with advertisers and agencies to know that the number of advertisers who are currently sponsoring shows which are really "programs of their choice" is so small that they can probably be counted on one hand.

Most, if not all advertisers are sponsoring programs that the network sold them (and they may be very happy with them); and the only program "choice" most of them want to exercise is to be associated with the programs getting the highest ratings and delivering the lowest cost-per-thousand commercial impressions.

We believe it to be true, as we have said before, that American television, with all its faults, is far, far better than any other, and that this state of affairs is primarily due to the willingness of advertisers to pay the huge sums necessary for good programming. We concede, too, that divorcement of advertisers from program content may not result in better or more effective programming; it is possible that programming might be worse.

But we still believe that, in the long run, there are benefits to the American public and *to the advertiser* in separating advertising from programming, and in making it crystal clear that networks and stations—and no one else—are responsible for television programming. Advertising built the American system of broadcasting, and on the whole it built it well; but this is no reason why the system must continue unchanged for all time.

Currently, it seems clear to all except a handful of advertisers that a change is needed—a change which will ultimately separate advertising and programming. The change should be evolutionary, not revolutionary, and it should not be forced by government edict. But it should nevertheless be recognized as important and sensible, if not actually inevitable.

In this same connection, we are interested in the ANA's plan to hold a special membership meeting in New York Feb. 2. We are particularly interested to note that Paul West, ANA's president, thinks that "definite action, and not mere lip service, is called for."

We couldn't agree more heartily. And we shall look forward with great interest to learning what the program of action is which the ANA says it intends to put before the meeting. But we might add that ANA Chairman Don Frost's admonition to members, voiced at the ANA meeting in November, to "Clean up or give up," sounds suspiciously like "mere lip service" when it is followed (as it was in November) by ANA President Paul West's comment that his organization has no policing power.

We would hate to see this concept prevent the ANA from taking the kind of "definite action" Mr. West mentions.

# \# \#

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Jim Osgood, Chicago office, Farm Journal.

"Have you heard about the cold remedy for opera singers? It's called Dristan and Isolde."

What They're Saying . . .

Some Changes Suggested

Specifically what are the changes we should make in our basic advertising philosophy?

They say that hindsight is always 20-20 and if that be true the things to be avoided when talking to today's skeptical consumer should be crystal clear.

The weasels . . . the unnecessary exaggerations . . . the double meanings . . . the sugar coatings . . . the crutch words and phrases and the innumerable other innocent deceptions that in the past we have always felt were defendable tools of our profession.

Can this be done?

Are there certain products that because of their very nature demand the use of these devices to attain volume sales?

My personal opinion is that there isn't a product or service in existence that can't be advertised successfully without resorting to the use of gimmicks provided it has merit and is competitive. It may take ingenuity . . . it may require a copywriter who really knows how to put words together . . . but it can be done and is being done every day.

—Richard E. Deems, exec vp, Hearst Magazines, speaking at a Four A's meeting in Pittsburgh.

Pity the Consumer

Capriciousness of consumer taste probably is a reflection of consumer insecurity. If he lights a cigaret he may get cancer. If he eats an egg the old devil cholesterol may get him. Every time he breathes he remembers the warnings about strontium 90. Every day he doesn't just walk on thin ice. He is forced to tap dance on it.

—Ernest A. Jones, president, MacManus, John & Adams, speaking before the Sales Executives Council, New Orleans.

Sure-Fire Hit

It is always this department's aim to be helpful. So I have a suggestion: Why not rerun the video tapes on those tv quiz shows?

In the light of all the arias that are being sung in Washington and before a New York grand jury, wouldn't you like to see the shows again? I would.

—Allison Sanders, in the Houston Chronicle.

Rough Proofs

American Snuff is still making snuff as well as insecticides, and so far hasn't found it necessary to get the endorsement of the American Dental Assn.

•

The late Harvey S. Firestone is reported to have believed that the ad which simply said, "Morgan & Wright tires are good tires," was just about perfect.

Maybe so, but what ever became of Morgan & Wright tires?

•

Recipients of the mammoth *Reader's Digest* subscription mailing apparently appreciated the willingness of the publisher to pay postage on letters containing a polite rejection of the offer.

•

"Steel pact boosts optimism at home furnishers' mart," the headline says.

In spite of the fact that buyers were warned appliance prices would very likely go up.

•

A Boston investment house looking for salesmen would like to talk to unhappy account executives and media reps.

Maybe first it should find out why they are unhappy.

•

"ANA calls special meeting on ad field housecleaning."

Who will be the modern Hercules attacking our malodorous Augean stables?

•

What current author's characters are referred to so frequently and without additional identification as Charles Dickens' Scrooge, Tiny Tim, Oliver Twist and Mr. Pickwick?

•

"Five groups now selling newspapers," headlines the world's greatest advertising journal.

And at least some of them are willing to pick up an order.

•

"The British don't take salesmen to their hearts," London Press Exchange reminds us.

But the smart salesman here and abroad always lets the customer think he's doing the buying.

•

The prune board's new campaign, the story says, will feature that "get happy feeling."

That may mean crossing swords with a lot of high-powered proprietaries.

•

Everybody loves a baby, including Procter & Gamble, which i featuring some of the sweetes baby faces you ever saw in its t commercials for Ivory soap.

•

A college athlete, it appears, becomes a professional when h finds a crisp new $500 bill at th bottom of his postseason footbal bowl.

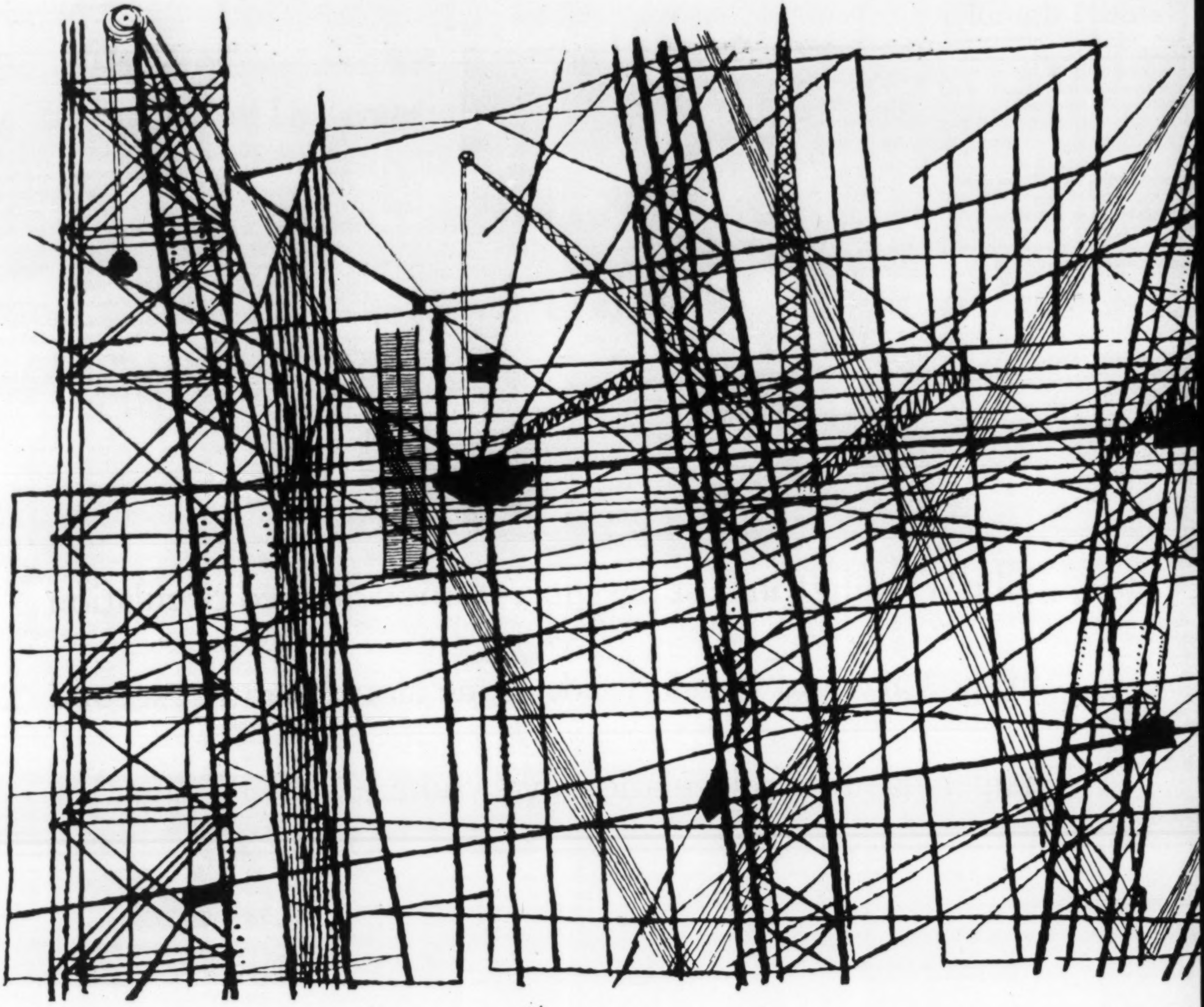
Copy Cu

The Washington Post has more home delivered circulation in the City and Retail Trade Zone alone than the second paper has total circulation everywhere.

The Washington Post
Ike Working on Budget,

For More Than 20 Years Washington's R.O.P. Color Newspaper
Continuity Rates Apply to Both Color and Black and White.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach; Tom McGill, New England Hotel and Resort adv. rep.-West Roxbury, Mass.; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.-1265 Broadway, N. Y.;Puck, The Comic Weekly.

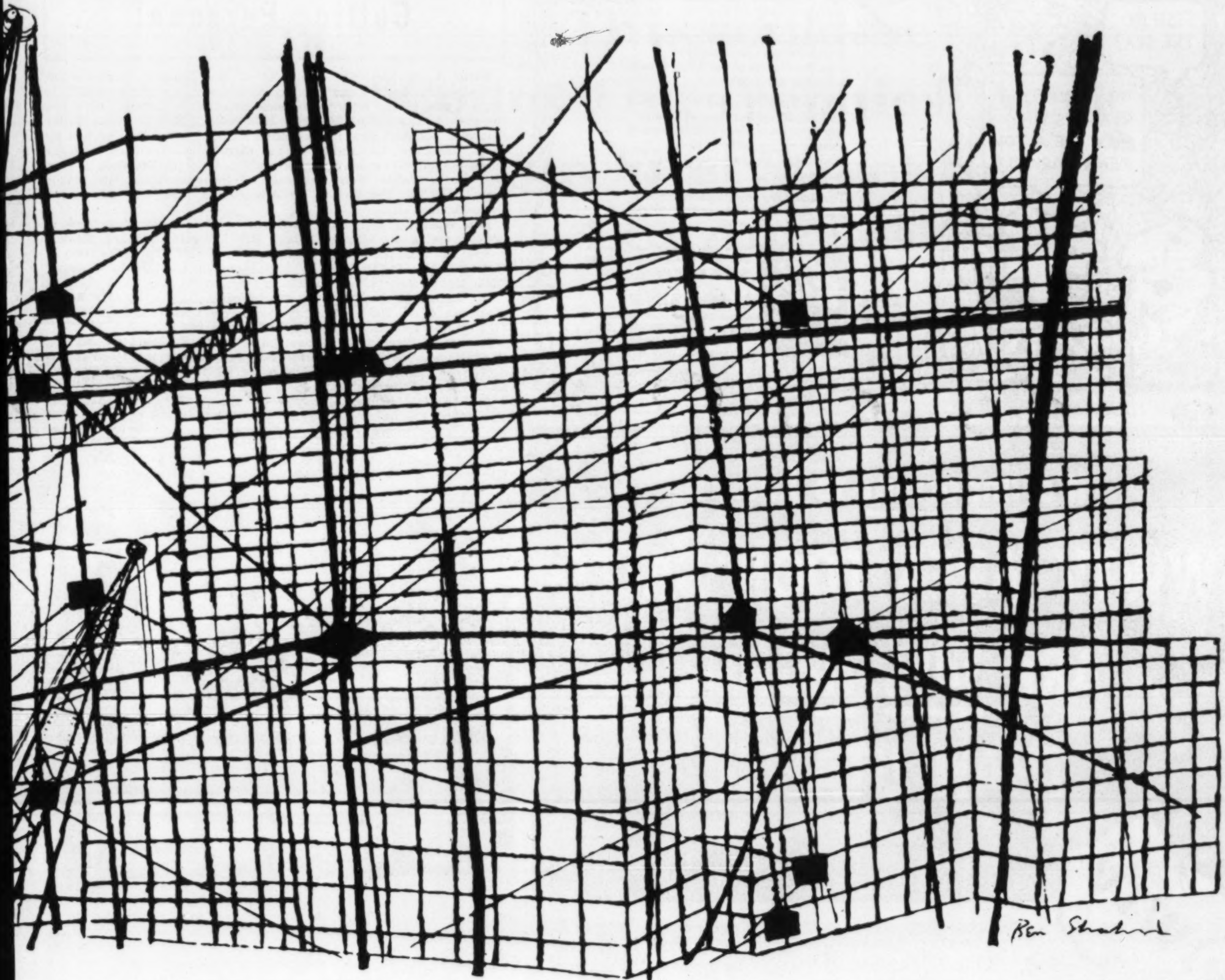


A simply staggering story

*Consider this one, warm, round statistic. 280,000 new bedrooms will be built in the New York Area in the next 12 months alone.*① *Start there when you want to measure the incredible vitality of the New York market. In addition to commercial construction, more than $1,400,000,000 is also being spent for new dwelling units in one year in the New York Area. They will need over 3,000,000,000 board feet of lumber,*② *350,000,000 gallons of paint,*③ *650,000,000 new bricks,*④ *and 800,000 miles of new piping*⑤ *in one year. Small wonder that, no matter what you sell, the New York Area is your primary*

- ① *Enough to sleep everyone in Kansas City.*
- ② *Enough to build a bridge to the moon 2 1-2 ft. wide.*
- ③ *Enough to give the State of Connecticut a good, thick coat.*
- ④ *Enough to build a six-foot wall from Canarsie to Cleveland.*
- ⑤ *Enough for three pipelines to the moon (and 80,000 miles left over!)*

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia RI 6-5491 • Doyle & Hawley:



market for volume and profits. And the most effective way to sell it is in the Herald Tribune—"the market without waste"—the New York newspaper with the highest percentage of reader-families with incomes of $7,000 or more. The Trib delivers a market bigger than Syracuse, Richmond and Des Moines combined—so big (and so choice!) that the Trib carries the 4th largest volume of general advertising among all U. S. newspapers. Fact is, no paper but the Trib delivers such a preferred portion of the New York families you most easily sell at a profit. That is why you are missing plenty if you don't use the New York

Herald Tribune

Los Angeles DU 8-2328, San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 8-8754 • Allin Associates: Toronto EM 4-2001, Montreal VI 5-6898

FISH IN THE SEA?
No....COUNTING REASONS WHY Elks ARE A TOP MEN'S MARKET!

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine surveyed.

Elks lead in income and occupational status . . . travel and apparel . . . auto and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

It's Important to know:

WWTV AREA FOOD SALES ARE 14% HIGHER THAN UTAH'S!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

That's right!—people in Cadillac and Northern Lower Michigan buy more food than the entire population of Utah*!

Yet just one station—WWTV, Cadillac—can keep you firmly in touch with this amazingly important market. WWTV is the *only station* with daily circulation in all of Northern Lower Michigan's 36 counties (NCS No. 3). ARB (May, 1959) for Cadillac-Traverse City also gives *WWTV top position in 202 of 250 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual food sales in Utah are $203.1 million. The WWTV area accounts for $231.9 million in food sales.*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Earle A. Buckley Sr., president of the Buckley Organization, Philadelphia agency, has been commissioned by McGraw-Hill to write a new book, "How to Increase Sales with Letters." He's also the author of two other McGraw-Hill books: "How to Write Better Business Letters," now in its fourth edition, and "How to Sell by Mail." He's also the author of the direct mail textbook used by International Correspondence Schools . . . Over at Donahue & Coe, New York, **Walter Weir**, chairman of the exec committee, has a new book, "On the Writing of Advertising," due out this month (also McGraw-Hill) . . .

Zimi Koehring, copy chief of Hockaday Associates, New York, is honeymooning in Montega Bay, B.W.I., with **Leonard Rosten**, special editorial adviser at *Look* and author of "The Education of H*Y*M*A*N K*A*P*L*A*N," "Hollywood, the Movie Colony," "The Movie Makers," etc., etc . . .

Up and about, but not back in the office yet, is **Stanley Resor**, chairman of J. Walter Thompson Co., recuperating from a gall bladder operation performed several weeks ago . . .

Promotion director of *Seventeen*, **George S. Johnston**, serving the last year of his present term as township committeeman for Scotch Plains, N.Y., has been selected by the committee to serve as mayor of the township for 1960 . . .

Anthony G. Cozzolino of Young & Rubicam, New York, and Carolyn Marie Bacinskas have announced their engagement . . . Over the holidays, **Bernie G. Edstrom**, Cleveland advertising representative, became engaged to fashion model Sue Lynn McCartney . . . **Howard Gruskay** on advertising sales staff of WNBC-TV, West Hartford, Conn., will be married in February to Happy Golden . . .

ON STAGE—*Douglas Brush, an account exec with Keyes, Martin & Co., Springfield, N. J., and an after-hours actor, took on the role of the rascally dustman, Alfred Doolittle, in a recent production of "Pygmalion" by the Stony Hill Players, Berkeley Heights, N. J. At left, he is shown admonishing daughter Eliza as Prof. Henry Higgins looks on. He's also active in the Montclair Dramatic Club and the Montclair Operetta Club.*

Bice Clemow, president of the West Hartford Publishing Co., and also of *Connecticut Life*, has been elected a director of the New England Council, promotion agency for the six-state New England region . . .

Robert P. Bonnie, retired founder of the Kentucky Color & Chemical Co., has been selected as the "Man of the Year" for his civic work by the Advertising Club of Louisville . . .

Jerry Wesson, copy chief and account executive at Pike & Becker, New York, walked off with first prize in the annual contest of the Metropolitan Motion Picture Club of New York. His entry was a 12-minute 16mm color film, "Carol Moran," a semi-documentary on the activities of tugboats in and about New York harbor . . .

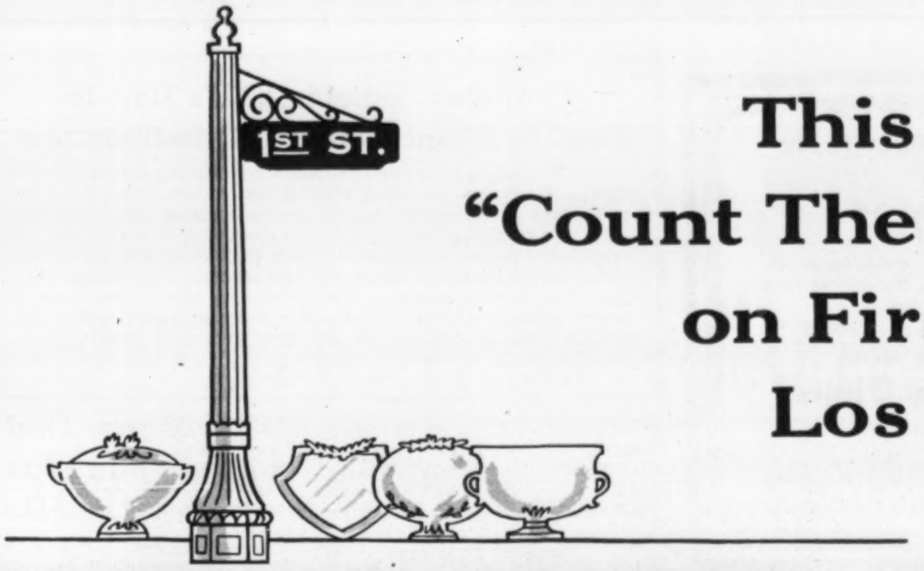
Dept. of Competitive Consideration: At a luncheon session of the annual sales convention of Benrus Watch Co., each guest found at his place setting a booklet titled, "The Decade of Incentive," a marketing profile of the '60s prepared by McCann-Erickson (agency for Benrus' competitor, Bulova Watch Co.). The booklet was also at the dais place setting of **Lawrence Valenstein**, chairman of Grey Advertising, the Benrus agency . . .

Carroll M. Carroll, classified ad manager of the *New York Times*, has been chosen as the recipient of the Outstanding Service Key award from the City College's Baruch School chapter of Alpha Delta Sigma . . .

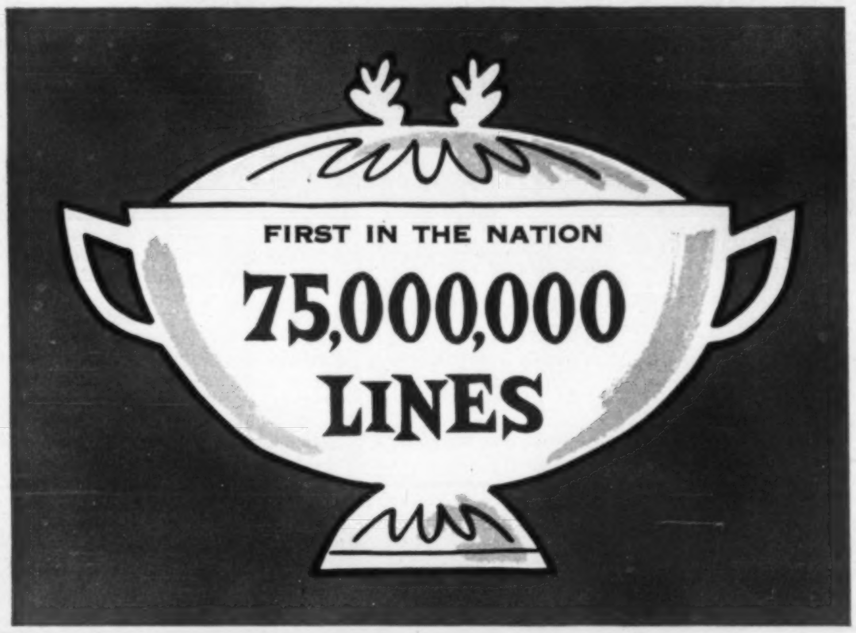
George Hoover, trade press editor of ABC-TV, married Sonya Miller, an art teacher, on Dec. 23 in Greenwich Village . . .

Ken Beirn, who resigned recently as Revlon advertising vp to become a consultant for General Development Corp., was one of the lucky National Airlines passengers not aboard the DC6B which crashed Jan. 6 killing 34. When the originally scheduled 707 jet was grounded in New York, National sent in an Electra and a DC6B as substitutes. Ken and 75 other passengers boarded the Electra and flew safely to Miami. The remaining 34 passengers boarded the ill-fated DC6B . . .

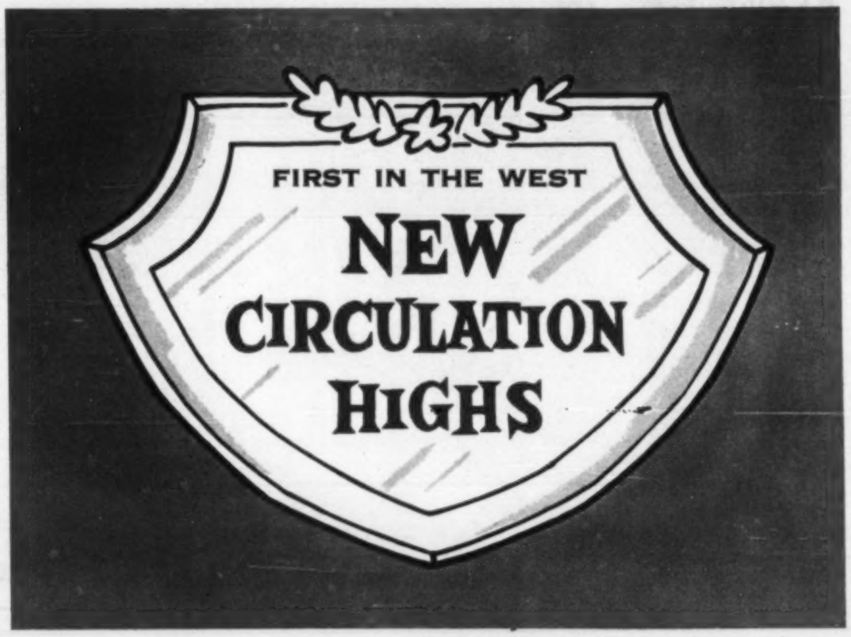
The father of five lauded in the "Good Life" issue of *Life* for his commendable ways of finding time to play with his children, is none other than **Robert L. Eskridge**, ad manager for Ralston cereals, Ralston Purina Co., St. Louis.



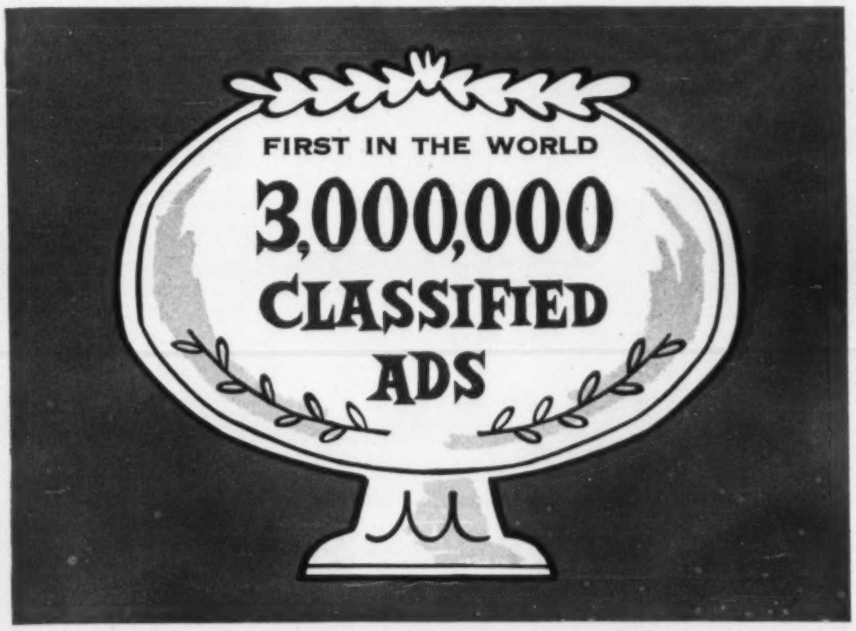
This could be "Count The Trophies Week" on First Street in Los Angeles!


FIRST IN THE NATION
75,000,000
LINES

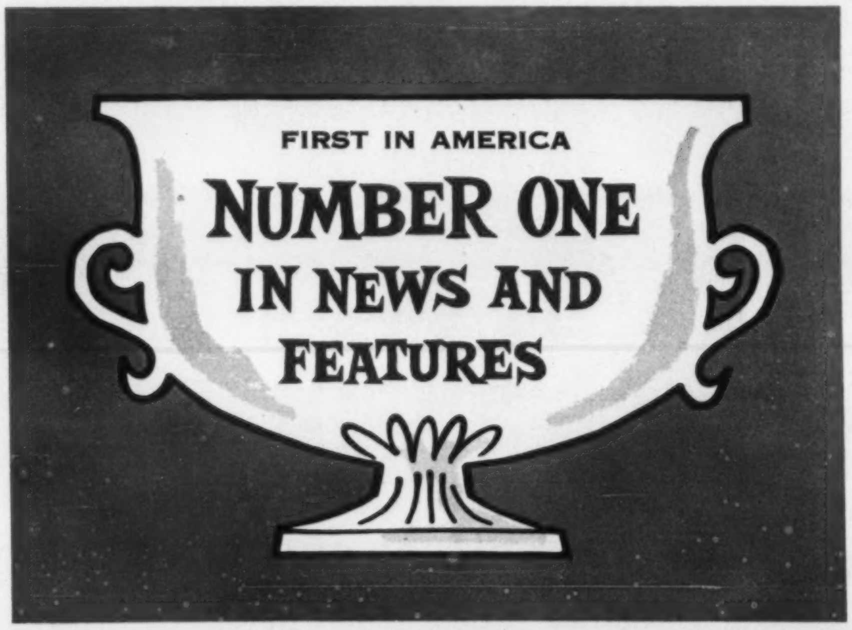
If trophies were awarded for national leadership in advertising, the Los Angeles Times would win this one easily. During 1959, The Times published more than 75,000,000 lines of advertising—a new American record. Second newspaper was about 15,000,000 lines behind.


FIRST IN THE WEST
NEW
CIRCULATION
HIGHS

And if anyone put up a plaque for western circulation achievement, The Times would win this one, too. During 1959, Times circulation pushed past 500,000 weekdays, 900,000 Sundays—by far the greatest circulation ever attained by a western newspaper.


FIRST IN THE WORLD
3,000,000
CLASSIFIED
ADS

In classified advertising—sure gauge of result-getting power—The Times set another new world record during 1959. More than 3,000,000 ads—far more ads and lines than any other newspaper has ever published—far more than all other Los Angeles newspapers combined.


FIRST IN AMERICA
NUMBER ONE
IN NEWS AND
FEATURES

Again in 1959—for the eighth consecutive year—The Times published more news and features than any other newspaper in the nation. Western America's *complete* newspaper has earned leadership in every category—offers the ideal climate for your selling message.

SALES IN SOUTHERN CALIFORNIA
START ON FIRST STREET—HOME OF **The Los Angeles Times**

REPRESENTED BY CRESMER AND WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

BUY A KING-SIZE MARKET

EL PASO — CAPITAL CITY OF The Fabulous Southwest

EL PASO POPULATION
NOW
290,000

El Paso is the fastest growing large city in Texas according to figures released by Texas Municipal League.

Further proof that EL PASO is still on the GROW.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1959 billings information for ADVERTISING AGE's 16th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 560 agencies, including all agencies billing $5,000,000 or more in 1958.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Manchester Agency Names 2

Richard T. Williams, formerly director of radio-tv at J. Gordon Manchester Advertising, Washington, will now devote full time as an account executive and account salesman. Joseph W. Browne, previously a senior director at WRC-TV, Washington, has been named to replace Mr. Williams as director of radio and tv at the agency.

AMA's Charge That Cranberry Ban Was Needless Hit by FDA

WASHINGTON, Jan. 12—The Food & Drug Administration has challenged the American Medical Assn. to document a recent editorial in the association's *Journal* which said that the same cancer-causing compound which caused the recent cranberry episode is found naturally in vegetables, like cabbage, turnips and broccoli.

FDA officials said an intensive investigation has been made to determine the authority for the statement in the AMA editorial, and that it is believed to be based on "a newspaper misquotation."

▪ FDA was disturbed by the editorial because it questioned the need for the cranberry ban, stressing the fact that "well documented evidence" showed the cancer-causing chemical is consumed regularly in ordinary vegetables, and that in any event it has to be taken in relatively huge quantities for relatively long periods to cause cancer in rats.

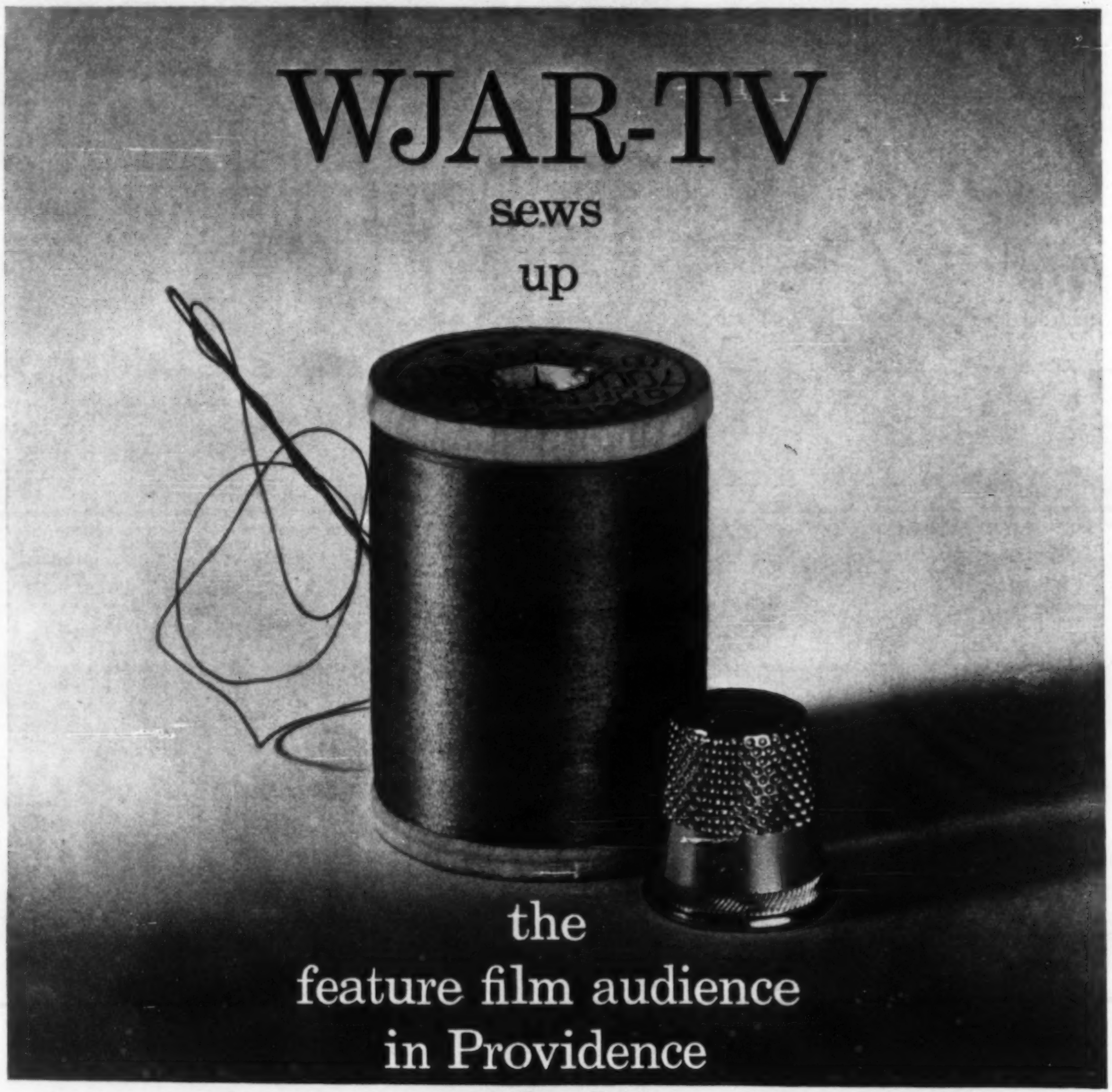
An FDA investigation traced the information on vegetables to an interview given to the press by Dr. Edwin D. Astwood of Tufts Medical School before a visit with Health, Education & Welfare Department Secretary Arthur Flemming last November. (The FDA is an arm of Secretary Flemming's department.) Dr. Astwood told FDA he said vegetables contain an anti-thyroid compound which acts like aminotriazole but doesn't cause cancer. He said he was subsequently misquoted. FDA Deputy Commissioner John L. Harvey noted that rats develop cancerous tumors with as little as 100 parts of the weed killing chemical per million over a period of only 68 weeks.

Secretary Flemming observed, "I cannot agree with those who endeavor to deal with this matter in a light vein. It is a serious problem. It is serious because if a substance causes cancer when included in the diet of test animals, no one knows how much or how little will induce cancer if included in the human diet."

The editorial was by Dr. John H. Talbott, editor of the *Journal*. Since it was a signed editorial under his name he contended he was exercising an editor's prerogative. #

Supermarket Study Shows New Stores & Sales Moving Up

Super Market Institute's study of supermarkets opened in 1959 shows they averaged sales of $38,000 a week, 8% above the 1958 average for new stores but slightly below the 1957 average of $38,800. Also revealed in SMI's report, presented at the institute's mid-year conference at Bal Harbour, Fla., Jan. 11: The typical new supermarket last year served a trading area of 25,000 people (compared with 33,000 in '58) and got 6.7% of total sales from non-food items (5.5% in '58). Over half (55%) of the new supers opened as part of shopping centers in '59.



WJAR-TV
sews
up
the
feature film audience
in Providence
with the
hottest exclusives in filmdom!

Shirley Temple, Danny Kaye, Martin & Lewis, Tarzan — exclusives with WJAR-TV in Providence! 460 top-drawer features from Hollywood's 9 biggest studios just added to the largest film library in the market! Station personality, Jay Kroll — "Mister Movie" to his New England viewers! Not 2, but 7 great nighttime features per week! All on the station that pioneered movie programming!

NBC abc

Represented by
Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

THE NEW YORKER **creates**

COPYRIGHT © 1957, THE NEW YORKER MAGAZINE, INC.

"The New Yorker creates books, literally. Many of America's greatest writers and artists submit their best work to The New Yorker, and hundreds of books have originated in its pages. Such a creative atmosphere is an ideal place for advertising, which explains why we have used The New Yorker for 33 years."

Chairman of the Board, Alfred A. Knopf, Inc.

KLZ...of Denver Salutes...
A Radio Active Business Executive

Mr. Clint Bowman
Pres., Bowman Biscuit Co.

Mr. Clint Bowman, President of Bowman Biscuit Company, a Division of United Biscuit Company of America, for successfully directing his company's activities during the past 14 years, leading to an expansion program including a new multi-million dollar plant now under construction.

Mr. Bowman credits an important part in the expansion of Bowman Biscuit Company to the sales impact of KLZ advertising, with a regular weekly schedule of personality announcements dating back into the 1930's. Let KLZ Radio pre-sell for you, too, in the rich, Rocky Mountain Area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

ROC International, Research Chain, Organized in Europe

Synergie-ROC, leading French market research company, has organized a European chain of market research companies. The chain, to be known as ROC International, comprises the following companies: Synergie-ROC, Paris, and its new Belgian office in Brussels; Infratest, Munich; Market Investigations Ltd., London; Misura, Milan; and Nederlands Instituut Voor Motivation Research, Amsterdam.

ROC International will offer clients a complete range of market research services in Europe. The chain will be headquartered in Paris. Synergie-ROC is an offshoot of Synergie, leading French advertising agency headed by Henri Henault.

'Coronet' Promotes Duval

Coronet, New York, has named Betty Duval, formerly promotion copywriter, assistant promotion manager of the magazine.

John R. Helm

Innovator Heim Has Opportunities Galore in New Post at FTC

WASHINGTON, Jan. 12—John R. Heim, new director of the Federal Trade Commission's bureau of consultation, is one of the fresh personalities advanced into key staff positions as part of the current effort to put more vigor into the commission's operations.

He's uncompromising in his allegiance to firm enforcement of the commission's policies in the field of deceptive advertising, but he has a reputation as an innovator who isn't afraid to try new approaches in order to get compliance.

In the bureau of consultation his opportunities for innovation are almost unlimited. His bureau drafts guides and trade practice codes to help industry groups which seek assistance in obtaining clarification of the law. It also works with individual companies or groups of companies which are involved in practices which could lead to investigation or complaint.

■ While Mr. Heim's government service goes back to 1942, he has been at FTC only since 1954. His original assignment was in the office of the executive director, where he distinguished himself as an expert in cutting procedural red tape. More recently, Chairman Earl Kintner has used him as a member of the commission's Robinson-Patman Act enforcement task force. He also took an active part in arranging FTC's recent conference on public deception, held here Dec. 21-22.

Mr. Heim is 45 and a graduate of the University of Minnesota's law school. For five years beginning in 1942 he was a special agent for the FBI. Between 1947 and 1952 he was in private practice in Morris, Minn. He reentered government service in 1952 as special assistant to the general counsel, office of chief of ordnance, Department of the Army.

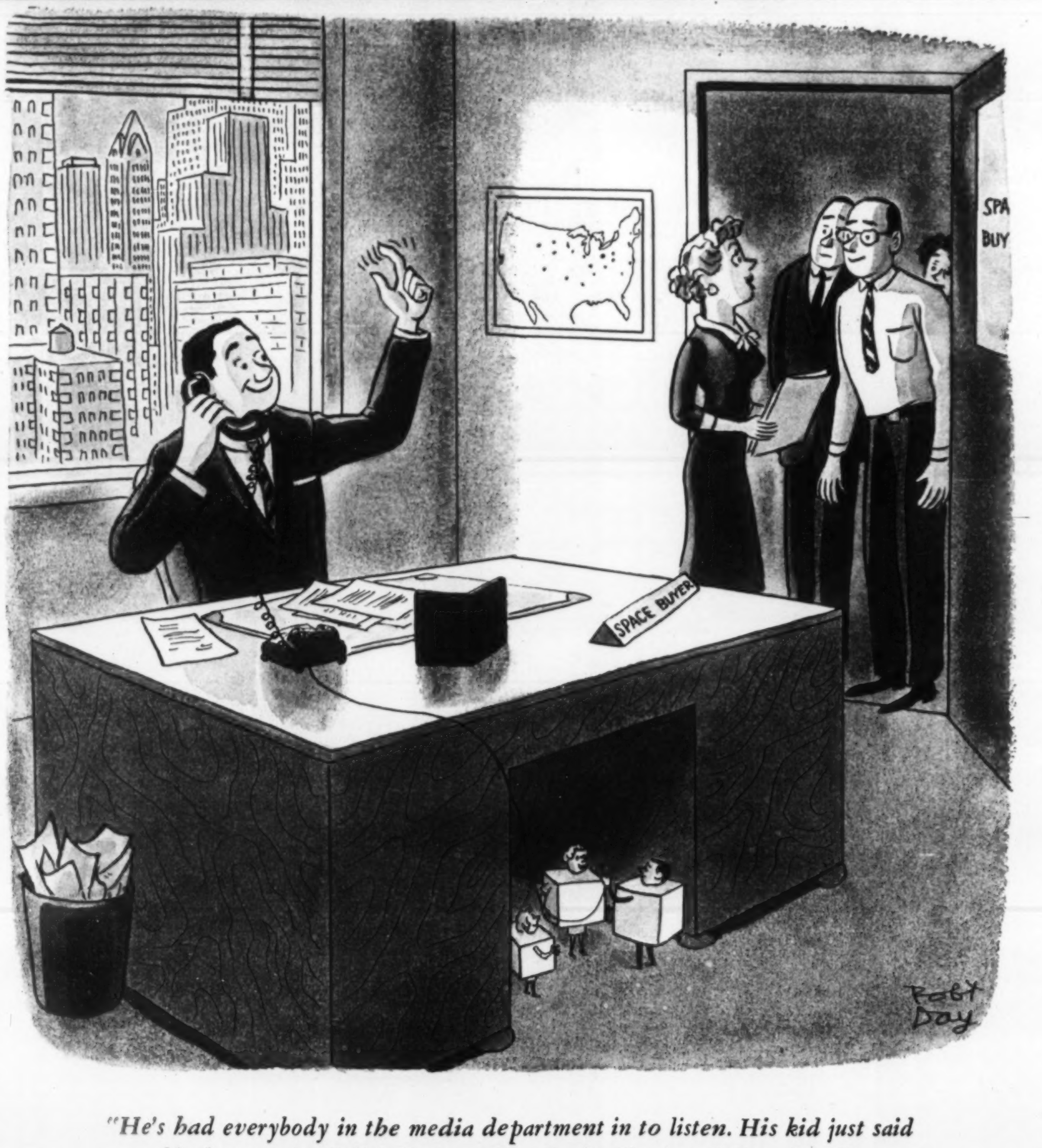
He succeeds Charles Grandey, who was recently advanced to assistant general counsel. #

Collins Forms Creative Sound

Bradford Collins, vp and creative director of Lennen & Newell, at San Francisco, has resigned to establish a new company, Creative Sound Inc., which will provide radio-tv services for agencies. The new company, with offices in San Francisco and Hollywood, will collaborate with agencies in the creative planning of commercials and will serve as a sub-contractor in executing production. Mr. Collins was with McCann-Erickson until 1950 and later became a vp of Brisacher, Wheeler & Staff, which later became part of Cunningham & Walsh. He has been with Lennen & Newell the past two years.

Dailey Joins Manhattan Shirt

Gwen F. Dailey, formerly ad manager and assistant sales manager of United Mills Corp., has joined Manhattan Shirt Co., New York, as assistant ad manager.



"He's had everybody in the media department in to listen. His kid just said his first words: 'Solid Cincinnati reads the Cincinnati Enquirer.'"

IT'S HARD TO FIND AN AD MAN with more to be proud of than the one who's just had a look at results of a campaign he scheduled in the Cincinnati Enquirer. Reason: The Enquirer reaches the solid market-that-matters in this great metropolitan area. The buyingest, tryingest families here are the ones who look to The Enquirer for more news, features, advertising. Result: You're in SOLID in Cincinnati when you're in The Enquirer. How about calling The Enquirer's Research Department for a look at the latest Top Ten Brands survey?

Represented by Moloney, Regan & Schmitt, Inc.

SOMETHING MISSING

. . LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- **Actually, total effective buying income of more than $3 billion**
- **More people than each of 18 states**
- **Not covered by San Francisco and Los Angeles newspapers**

The coming of the VIII Winter Olympics to Squaw Valley, California, focuses a lot of attention on winter sports in Inner California, the area of the Billion-Dollar Valley of the Bees. However, this is no shock to the Bees. For years they have promoted and publicized winter sports events — and they will give complete coverage to the Games.

Don't let your message get a cool reception in Inner California. Tell your story in the Bees—the papers that go home.

Data source: Sales Management's 1959 Copyrighted Survey

- **THE SACRAMENTO BEE**
- **THE MODESTO BEE**
- **THE FRESNO BEE**

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency**. Check O'Mara & Ormsbee for details.

TENNESSEE IS REALLY 3 STATES!
We can show you how to dominate
The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.

WEST TENN.
T E N N E S S E E
Memphis
EAST TENN.
Knoxville
Chattanooga

★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Avery-Knodel Appoints Four; Realigns Research Duties

John F. Wade, director of tv research of Avery-Knodel, New York, radio-tv station representative, has been assigned added duties as director of radio research. In the radio post, Mr. Wade replaces Frederick G. Neuberth, who has been named to the new post of director of special services.

Avery-Knodel also has named Harold Altura a radio writer replacing David Hirth, who has joined CBS-TV, and Edward L. Lawson a tv writer. Mr. Altura formerly was a contact man at H. B. Humphrey, Alley & Richards (which has since merged with Reach, McClinton & Co.). Mr. Lawson previously was with United Artists Associated.

Stanley Opens in Philadelphia

Stanley Publishing Co., Chicago, has opened a sales office at 1616 Walnut St., Pihladelphia. Sheldon E. Fitterer has been named district manager.

Smarter Marketing Needed as Population Zooms, Says Hauser

CHICAGO, Jan. 12—An idea of what the population explosion will mean for U.S. marketers was given here last week by Philip Hauser, chairman of the department of sociology at the University of Chicago.

Of great significance to advertisers, he said, is the fact that the level of education is rising, calling for improvements in selling and advertising techniques and content.

"In fact," he said, "I think the tv scandal and investigations of related practices were in some measure the result of the fact that people have already become a little bit smarter than the advertisers."

Dr. Hauser said the 1960 census will show the median school grade level completed in the U.S. to be about 10.8. By 1970, he predicted, school enrolment will reach 57,500,000 (compared with about 47,000,000 now), and half the population 25 years old and over will have a high school education or better.

■ Speaking to a joint meeting of the Chicago chapters of the American Marketing Assn. and the American Statistical Assn., Dr. Hauser also noted: "Consumer markets will be markedly affected by changes in population composition during the 1960s. This will be dramatically the decade of teen agers—15 to 19 years—and young adults—20 to 24 years—who will increase by 44% and 53% respectively."

He noted that the bumper crop of babies born after World War II will be reaching marriage age during the first half of the '60s, which will mean an increased demand for consumer durables for the next five years. In the latter half of the decade, this young married group will form an important market for housing.

The total U.S. population enumerated in the 1960 census, Dr. Hauser predicted, will be about 180,000,000. He forecast a population of about 214,000,000 by 1970, "with every indication that income will also continue to climb during the decade."

■ Population growth rates during the coming decade are likely to be greatest in the Pacific Coast states, the professor said, although the East North Central region will probably experience the greatest absolute growth. He predicted California will add 5,000,000 people, and New York, Ohio, Michigan and Texas will add about 2,000,000 each.

For the first time, Dr. Hauser said, the 1970 census will probably show that suburban population outnumbers central city population, with some 56% of metropolitan residents living outside the central city. #

N.R. Adds Account, People

N. R. Advertising, Hicksville, N. Y., has been appointed to handle advertising for Security Storm Lock & Hardware Co., Brooklyn. Norma Phillips, formerly with the European edition of the *New York Herald Tribune*, has joined the agency as vp in charge of publicity and public relations. Frances Curran has joined the agency as copy coordinator, and Estelle Fields has been promoted to financial secretary.

NTA Promotes Kramer

Sidney Kramer has been promoted to vp in charge of foreign sales of National Telefilm Associates, New York. He joined NTA a year ago as director of foreign distribution.

3RD IN POPULATION IN IOWA-ILLINOIS

OVER 1/4 MILLION PEOPLE
QUAD-CITIES

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

THE QUAD-CITIES 1/4 MILLION PEOPLE MAKE IT ONE OF THE FIRST 100 MARKETS

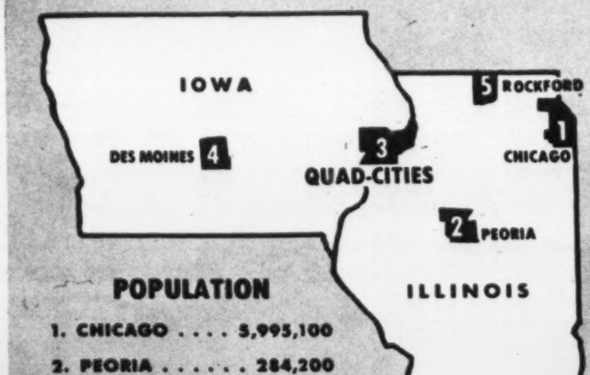
Here is the 3rd largest metropolitan area in this two-state industrial and distribution region. The map at right shows ranking of the other major population centers in Iowa-Illinois.

Quad-City home-town newspapers penetrate 99.8% of the 83,700 households in this metropolitan community.

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

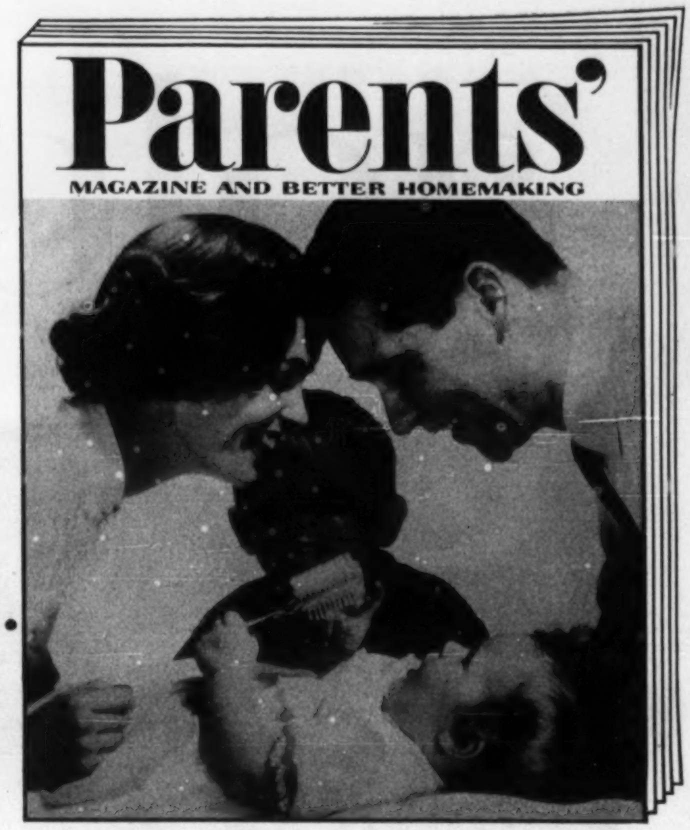
MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN-KLAPP

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.



POPULATION
1. CHICAGO 5,995,100
2. PEORIA 284,200
3. QUAD-CITIES . . . 272,600
4. DES MOINES . . . 264,700
5. ROCKFORD 192,400
Source: Sales Management Nov. 10, 1959 Issue

Unequalled READER-CONFIDENCE...



Parents' *is tops in READER CONFIDENCE in both its articles and advertisements!*

It is a fact that your advertising messages are believed more when they appear in PARENTS' MAGAZINE! This is proven in the nationwide personal interview study by W. R. Simmons & Associates Research, Inc.

How PARENTS' MAGAZINE is evaluated and used by its subscriber-families

A Qualitative Study

This authoritative survey, which was conducted in consultation with the Advertising Research Foundation, Inc., entitled "How Parents' Magazine Is Evaluated And Used By Its Subscribers," establishes the unique belief of the magazine's regular readers in both the articles and advertisements it carries.

When asked *which* of the magazines they read gives them 'greatest confidence in products and services advertised' (for child rearing and homemaking), *77%* of subscribers named PARENTS' MAGAZINE! When asked *which* magazine gives them 'greatest confidence in the authority of articles published', *84%* named PARENTS' MAGAZINE. Complete copies of this valuable new study are available on request.

The advertising in PARENTS' MAGAZINE is edited as conscientiously as its articles! Not only are products tested before they are awarded our Commendation Seal, but every single advertisement is studied and carefully checked by a staff of advertising copy editors. Many hundreds each year are returned for modification of the claims they contain. And there are indeed many instances in which advertising is rejected if copy claims cannot be verified.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

WHAT PARENTS' MAGAZINE'S SEAL MEANS

PRODUCTS eligible for Parents' Magazine's Commendation Seal are awarded the Seal only after Parents' Magazine's technical staff and/or medical consultants have studied them and the claims made for them. The United States Testing Company, Inc. is employed on an annual retainer to do whatever tests are required.

PARENTS' MAGAZINE'S ADVERTISING STANDARDS

PARENTS' Magazine publishes the advertisements only of products and services which it believes to be suitable for families with children. Through its Consumer Service Bureau, products and services are conscientiously evaluated for their quality and usefulness.

Readers are advised to consult their physicians concerning advertised pharmaceuticals for which health and therapeutic claims are made.

THE PARENTS' INSTITUTE, INC.
Publishers of Parents' Magazine
52 Vanderbilt Ave., New York 17, N. Y.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

The PARENTS' MAGAZINE Commendation Seal is a powerful endorsement that can help increase your sales nationally!

Meticulous care is used in product testing and evaluation before the awarding of this Seal. All actual laboratory testing is done for PARENTS' MAGAZINE by The United States Testing Company, Inc., in Hoboken, N. J. Depending upon the nature of the product, it is evaluated by specialists, chemists, doctors, experts and technicians of every kind. In some cases, products are studied under normal conditions of daily usage by typical reader-families with children who comprise the magazine's regularly maintained reader Panel.

Many kinds of products are denied the right to use this symbol of merchandise suitable for the use of families with children. In such cases, our Consumer Service Bureau's specialists work with manufacturers to improve the product so that it may ultimately qualify.

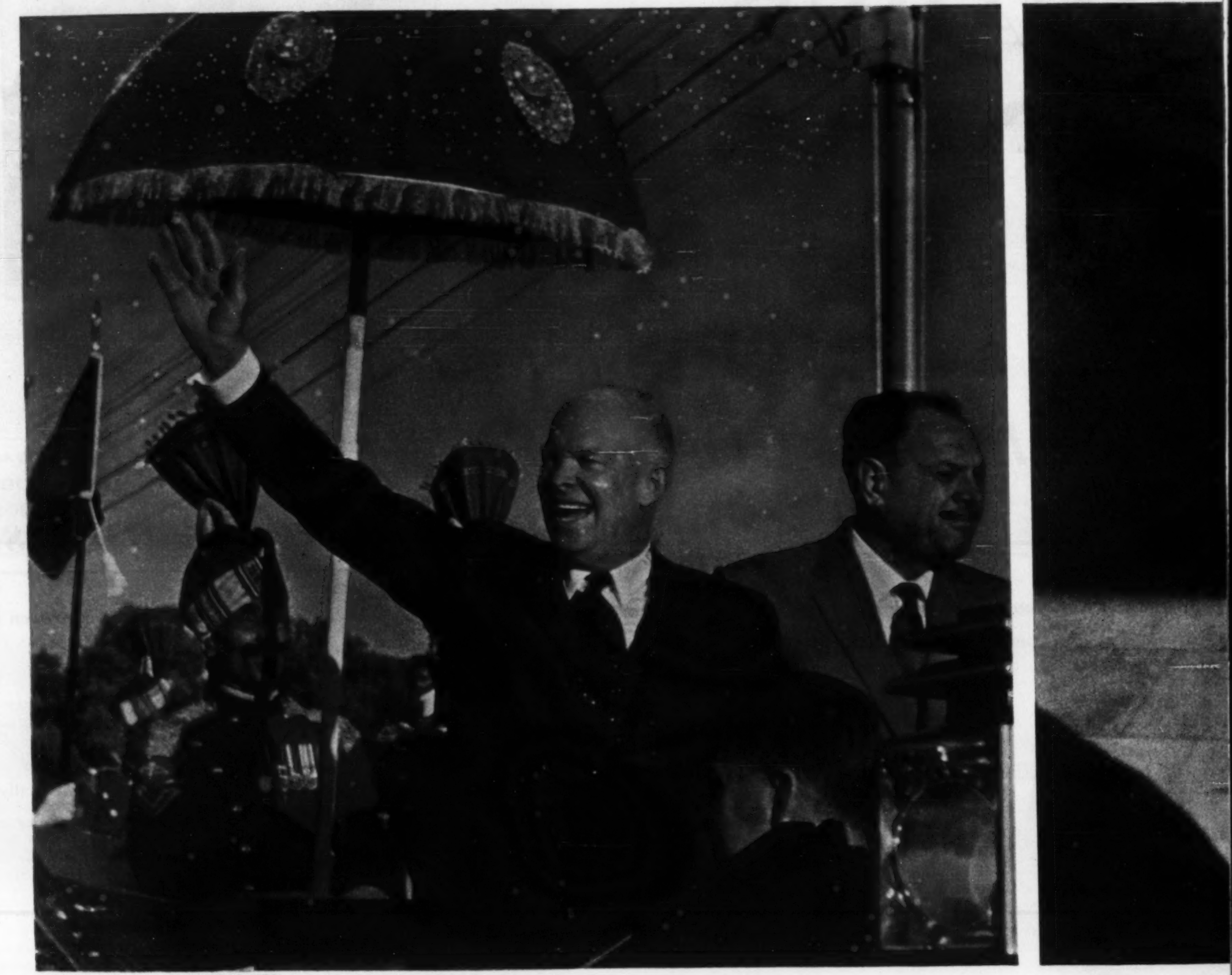
There is no substitute for editorial integrity. PARENTS' MAGAZINE, more than ever, today is your primary medium for selling America's biggest-buying market, families with children.

Parents' Magazine Circulation Guarantee	1,825,000
Monthly Readership	6,200,000
Children in Parents' Magazine Families	4,200,000

THE PARENTS' INSTITUTE, INC.

Parents' Magazine; Baby Care Manual; Your New Baby; Teen Digest; Humpty Dumpty; Children's Digest; The Baker & Taylor Company, Book Wholesalers; Family Publications Service; New Wonder Encyclopedia.

alive



KARACHI, PAKISTAN, DECEMBER 8, 1959

in eight days

with color

ANKARA, TURKEY, DECEMBER 6, 1959

ANKARA, TURKEY, DECEMBER 6, 1959

Just 8 days after these pictures were taken, over 32 million Americans were seeing them in the issue of LIFE Magazine out December 15th. This kind of speedy editorial coverage makes it possible for you, as an advertiser, to get the fastest full-color closing in the consumer magazine publishing business—22 days. Great true to-the-eye color reproduction. That's important to remember, especially when you have news of a new product, new promotion or a new idea to spread nationwide in a hurry. Only LIFE offers this quality color this fast.

LIFE

AT THE
TOP
IN ILLINOIS

Remarkable ROCKFORD

Worth looking at

You bet it's worth looking at! It's a rich, growing and abundant market. With *population* advancing 6.9% faster than the national average, it is the fastest growing metropolitan area in Illinois. Its *buying income* is growing 11.3% faster and its *retail sales* 5.6 faster than national averages. And, Rockford's two newspapers offer the only complete coverage in selling your product or service to this TOP market. Write for complete market facts.

•ROCKFORD MORNING STAR• Rockford Register-Republic

Finest **FULL COLOR** Facilities

Color, Pay-TV to 'Arrive' in '60s, Zenith Head Says

CHICAGO, Jan. 12—The growth of color television and pay-tv are among the major innovations to be expected in the electronics industry in the next decade, according to Joseph Wright, president of Zenith Radio Corp.

Addressing a session of the National Appliance & Radio-TV Dealers Assn. last week, Mr. Wright predicted an "even greater harvest of new products and services" in the next decade than during the '50s.

He did not specify when Zenith expects to market a color tv receiver, but said, "I am sure that there will be developments in the next few years which will simplify and improve both color receivers and color transmission quality, and help to make color a real buisness."

On pay tv, he said: "We are actively engaged in going forward with the plans and arrangements for such an operation, and you can look forward to full scale commercial operations within the next five years."

The Zenith president said last summer his company was planning to enter the over-the-air pay-tv field under a test plan set up last year by the Federal Communications Commission (AA, June 15, '59).

■ A suggestion that NARDA appoint a committee to draft an operating code of ethics for the industry was made at another session by Chris J. Witting, vp-consumer products, Westinghouse Electric Corp.

He said the code would help eradicate some of the ills which led to the industry getting a declining share of the consumer dollar during the 1950s, despite general economic improvement. He said it would also be a move to "restore the image of honesty and integrity for our dealers in the minds of the public."

■ James M. Skinner Jr., president of Philco Corp., told NARDA members: "I suspect that with the possible exception of furniture, no industry sells price as much as ours and no industry degrades itself more than we do. We sell price, not performance. We feature bargains, not the scientific advances of our goods. We sell down, not up to the levels where real value is greatest."

The result of this, he said, is "too heavy sales on the low end of the line, our inability at all levels to make the profits we want."

Mr. Skinner said that store traffic can be obtained "without sacrificing the tremendous appeal of the production and scientific advancements of all parts of our industry."

■ An outline of plans for next November's newspaper appliance promotion was presented by Charles T. Lipscomb Jr., president of the Bureau of Advertising, American Newspaper Publishers Assn.

The BofA will supply complete kits, built around a central theme and symbol, to include ads, promotion ideas and tie-in possibilities. He said at least nine out of ten of the newspapers which participated in last year's promotion plan to take part in the 1960 campaign.

■ Carroll D. McMullin, Deveaux Radio & Television, Toledo, was elected president of NARDA, succeeding Joseph Fleischaker, Will Sales Appliance Stores, Louisville.

NARDA has named Gail K. Pinkstaff to succeed A. W. Bernsohn as exec vp and managing director of the association. Mr. Bernsohn is moving to Los Angeles, where he will join *Home Furnishings Daily*. Mr. Pinkstaff, formerly director of member services of the Master Photo Dealers' & Finishers' Assn., Jackson, Mich., is expected to take over his NARDA post in Chicago about Feb. 1. #

'Tombstone' Adds Sponsors

Ziv Television Programs, New York, tv film distributor, has sold "Tombstone Territory" to Kroger Co., for three markets; Childs Big Chain Supermarket (Bozell & Jacobs), for two markets; and Indianapolis Economic Finance Co. (Wyatt Advertising), Brown & Williamson, R. J. Reynolds (William Esty Co.), Leonard Tire Co., Merchants Distributors (American Advertising Associates), Howard-Griffin & Co. (Shell Advertising), Sanitone Dry Cleaners (Shell Advertising), Lee Optical Co., By-Rite Food, Shell Homes and First Western Finance Corp., for one market each.

WDAF-TV MOBILE UNIT
4
WDAF
FARM SERVICE UNIT
WDAF NEWS
WDAF SPORTS
WDAF NEWS
WDAF NEWS

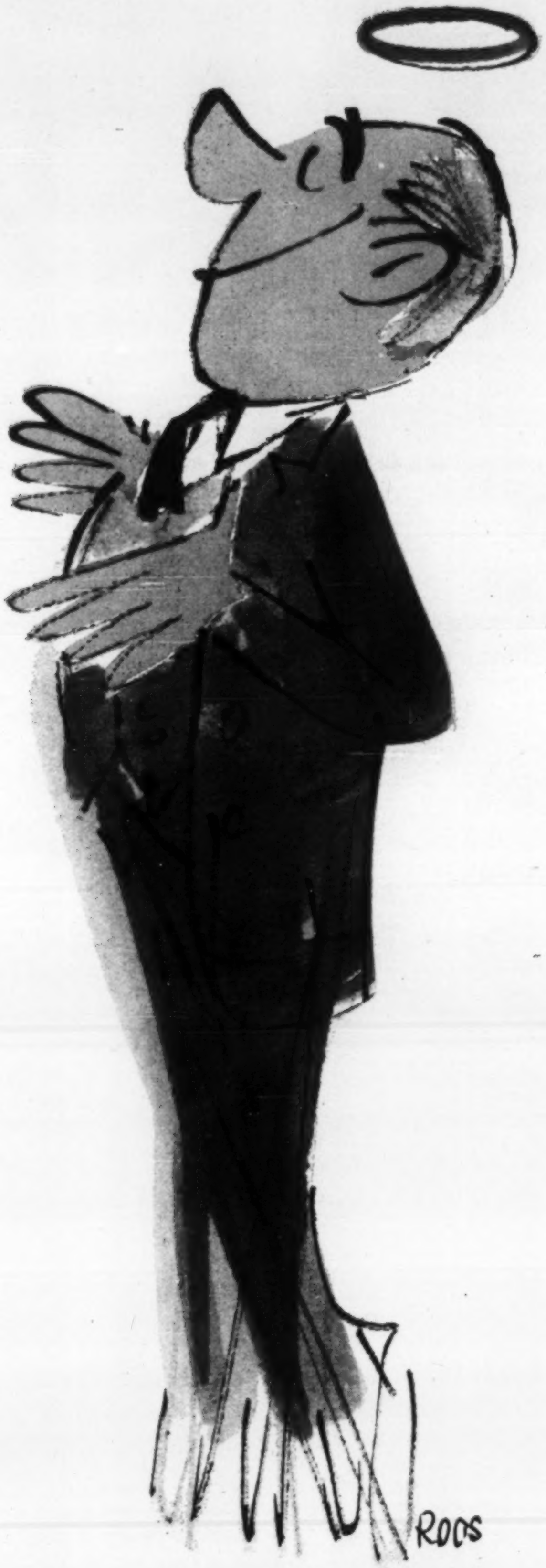
This Is a Posed Picture

■ The WDAF fleet of rolling stock is *never* lined up behind the station, as you see it above, except by appointment and under protest. ■ The newsmen, the farm department, the sportscasters and the remote crews who pilot the Signal Hill fleet can't spare much time for posing. The events they cover are spread all over the map . . . and they don't wait to happen. ■ Shortly before this picture was taken, here was the deployment: Unit #1 (News) at the Truman Library, where Harry S. Truman was receiving official documents from former Interior Secretary Oscar Chapman; Unit #2 (News) checking a reported robbery in a downtown fur shop; Unit #3 (Farm Dept.) with Farm Director Jack Kreck at state REA meeting in Jefferson City, covering activities of 350 delegates from every county in Missouri; Unit #4 (Sports Dept.) with Merle Harmon covering basketball double-header — Kansas State vs. San Francisco, Kansas University vs. Brigham Young — in Manhattan, Kansas; Unit #5 (News) at Municipal Air Terminal filming arrival of globe-girdling Max Conrad, the flying grandfather; Unit #6 (Mobile TV Truck) videotaping a 2½ hour presentation of "The Messiah" by the RLDS choir from the church's world headquarters in Independence, Missouri. ■ Our mobile fleet (the largest in the Heartland) moves with the news. When you look at the geography we cover from Signal Hill, that's a heap of moving.

TV Representative: Harrington, Righter & Parsons, Inc.
Radio Representative: Henry I. Christal Company, Inc.

WDAF SIGNAL HILL RADIO & TV
NBC KANSAS CITY, MO.
A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.

#3 triumphs of an advertising decision maker



HE PAID FOR ONLY THE READERS THAT HE COULD SELL

This man's halo represents pure gold. He won it by saving his client money. He knew that he could reach a great many of his client's prospects with mass circulation media. But he knew too he'd be paying for many readers—a vast unwanted audience—in no way interested in what his client had to sell.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping • Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest • Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

. . . in 1959 . . . these 20 top local and national spot advertisers . . .

AMERICAN AIRLINES
Programs and Announcements

ANHEUSER-BUSCH
Announcements

BELL SAVINGS
Programs and Announcements

BURTON-DIXIE CORP.
Programs and Announcements

CHRYSLER CORP.
Programs and Announcements

CLARK OIL and REFINING CORP.
Announcements

REUBEN H. DONNELLEY CORP.
Announcements

FORD MOTOR CO.
Programs and Announcements

GENERAL MOTORS CORP.
Programs and Announcements

PETER HAND BREWERY CO.
Programs

P. LORILLARD CO.
Announcements

MANOR HOUSE COFFEE
Announcements

METROPOLITAN LIFE INS. CO.
Programs

spent . . .

$2,409,

Again, the finest local and national spot advertisers recognize the sales effectiveness and high standards of entertainment and public service delivered by WBBM-RADIO. Once again, LIVE Showmanship programming and LIVE Salesmanship performance have made WBBM-RADIO the most honored and most sponsored radio station in the nation's second market.

. . . in 1958 . . . 20 top local and national spot advertisers on WBBM-RADIO spent

$2,397,906.51

MORRIS B. SACHS
Programs and Announcements
NORTHWEST ORIENT AIRLINES
Programs and Announcements
STANDARD BRANDS
Programs and Announcements
STANDARD OIL CO. (Indiana)
Programs and Announcements
TEXACO
Programs and Announcements
UNITED AIR LINES
Programs and Announcements
WALGREEN CO.
Programs

966.38

on

WBBM-RADIO

Chicago's Showmanship Station . . .

Call Bill Connelly—WHitehall 4-6000 or CBS Radio Spot Sales

RESERVATRON

THE INSTRUMENT OF BUSY MORTALS

You can point to only one electronic reservation system in hotel history, and Sheraton's got it — *Reservatron*. It gets you confirmed reservations in only 4 seconds at any of Sheraton's 53 hotels. Saves you long-distance fees because you just phone your nearest Sheraton Hotel. We'd be happy (indeed ecstatic, since we're testing this ad) to send you a FAT FREE BOOKLET — 96 pages stuffed with the inside dope on Sheraton Hotels in 41 cities. Address: Sheraton Corp., Ad Age Ad #6, 470 Atlantic Ave., Boston, Massachusetts.

Appliances Set New High

Sales of electrical home appliances ended a two-year decline last year and set a sales record of $8,459,603,000, according to *Electrical Merchandising Week*, New York. This figure tops the previous high in 1956 by $9,837,000. Leading the field in gains were television sets, food waste disposals, dishwashers, electric refrigerators and electric ranges. Sales drops were recorded by record player attachments (39.3%), deep fat fryers (21.6%), frypan-skillets (9.6%) and shavers (3.9%).

Revlon Buys Asthmanefrin

Asthmanefrin Co., Portland, Ore., manufacturer of products for asthma relief, has been acquired by Revlon Inc., New York, and will be incorporated into the company's Thayer Laboratories division. Asthmanefrin's products are sold under the trade names Asthmanefrin and Vaponefrin.

Coming Conventions

*Indicates first listing in this column.

Jan. 17-20. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21. National Business Publications, State of Nation dinner, Sheraton-Park Hotel, Washington, D. C.

Jan. 21. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

*Jan. 22-24. Advertising Assn. of the West, midwinter conference, Lafayette Hotel, Long Beach, Cal.

Jan. 27. Assn. of National Advertisers, Advertising Evaluation Workshop, Hotel Sheraton East, New York.

Jan. 31-Feb. 2. Texas Daily Newspaper Assn., 39th annual meeting, Angelina Hotel, Lufkin, Tex.

*Feb. 5. Advertising Federation of America, midwinter conference, Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

Feb. 16-17. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

*April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

*April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

*April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

*April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

*May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

*May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

*June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

*June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

*July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

*July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

*Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

*Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Porter Promotes Stewart

C. P. Stewart, formerly a member of the trade relations department of H. K. Porter Co., Pittsburgh, has been appointed manager of the department to succeed D. E. Jenkins who has retired.

NEW ENGLAND'S 1ST MARKET—MASSACHUSETTS

with the Billion Dollar

WORCESTER MARKET

SUNDAY TELEGRAM
Workers Ordered Back To Steel Mills
The Evening Gazette
Plan E Poling Away; Victory Appears Sure
WORCESTER TELEGRAM
Voters Retain Plan E By Majority of 4,062

WORCESTER IS YOUR KEY TO

GROWTH... E.B.I. $1,112,205,000* UP 30.4% since 1954.

IMPACT.... Worcester is Reading "Worcester newspaper readership is well above the national average", says Publication Research†

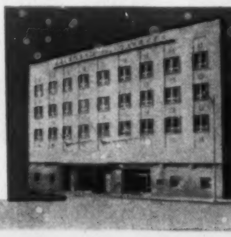
RESULTS.... 86.4% daily coverage with the Telegram-Gazette. Daily circulation 158,215. Sunday—102,957. ABC audit Dec. 31, 1958.

2nd in Mass.
WORCESTER
MASS.

* Source: Sales Management Survey of Buying Power, May, 1959.

† Source: Publication Research Service Study, Sept. 28, 1958 Sunday Telegram.

The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM

Sometimes we have to say "no"

WOMEN KNOW and understand their own language when it is spoken to them—but it is in a world of men, and of men's language, that the media of communications are evaluated. How, then, are men to understand a magazine that speaks in the tongue of Woman?

Perhaps in this way. One thing known both to men and to women is this: A lady must say No many times to give full meaning to her Yes.

This is as true of the good and cautious mother and of the careful shopper at the vegetables counter as it is of the palpitating bride-to-be. In Woman's language, love of a child, of an ideal, of a purpose, is often expressed in the negative; as a refusal of the permissiveness that would seem easy and relaxed—but would be in fact an act of unloving.

* * *

So it is with Good Housekeeping. Because this magazine is womanlike in its caring, it must often reject what might be glitteringly attractive on the surface, but dangerous or impure in its nature or its ultimate effects.

THE PEOPLE of Good Housekeeping have, for example, shunned the methods which would easily and automatically have added great numbers to the total circulation. There have been no "Subscriptions in arrears"; no "short terms" at drastic rates have been used to attract the casuals; and of course no subscribers inherited from defunct publications are masquerading as Good Housekeeping's own. This audience, then, is an honest accumulation of those women who care most about what this magazine is best able to give them. Presently, in such a low-pressure atmosphere, an average of four and one half million copies are bought each month. When six million or eight million women care enough about their homes, their families and their practical and intellectual and spiritual awareness to buy without being "sold," the circulation will grow, without fanfare or frenzy, just as it always has (29 percent in the past four years, incidentally—a greater percentage of growth than that of any other women's service magazine).

AS AN advertising medium too, Good Housekeeping is unique in all the world, not only for the nature of its gentle No, but the impact of its rousing Yes. On the one hand, dozens of advertisements each month are rejected outright or revised to the magazine's order in consideration of technical fact or commonly understood truth. All the facilities and personnel of the great Good Housekeeping Institute combine to protect consumers and legitimate marketers alike through a policing activity that is everywhere recognized as beneficial. And, on the other hand, every *accepted* advertisement carries the unequalled, money-back Consumers' Guaranty of Good Housekeeping itself. (More than 40,900,000 women* believe the Guaranty Seal has a direct influence upon their own buying selections.) How small a surprise it is, then, that the magazine whose scruples require it to say No more often than any other is so thoroughly understood and admired by business that it carries more pages of advertising than any other in its field—and has, of course, for each of the past 37 years!

BUT SURELY it is as a steady and purposeful editorial force that Good Housekeeping is most notable—not with a crumb of content for every person of every sort, but with the whole glorious cake for women who want just that; not with a phantasmagoria of bright illusions for those who glance through the pages to be quickly dazzled, but with the substance that satisfies woman as a practical, self-identifying creature; not with the secrets of boudoir and consultation room, but with the verities that ring true in minds eager for all that is rightly theirs to know. To the writer who says, "But sex always sells," or to the illustrator who wants to distort mood "to give the page a smash," we have to say No. But often enough we say Yes so that in this year, as in each of the past 22, Good Housekeeping offers more pages of everything that is right for our kind of reader than does any other magazine; and in quality there has never been a contest.

* * *

If such a sound and secure enterprise in publishing is important in your own plans, won't you allow a representative of Good Housekeeping to tell you how this magazine can shorten the time and reduce the cost of marketing *your* product?

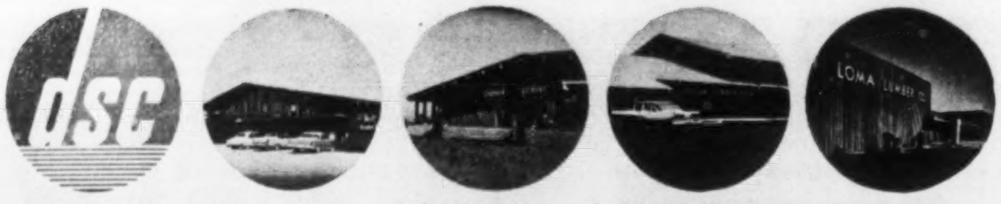
Good Housekeeping

REPLACEMENT OR ★ REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

*Crossley, S-D Surveys, Inc.



Dealer Sales Control: New Dimension in the Building Market

a **program** that

created a new

retail industry

A program at work the past 14 years has created a new retail industry. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. Thanks to DSC, dealers today operate "one-stop" shopping centers boasting separate areas for self-service shopping, home improvement displays, planning and design of new homes and improvements. Details on DSC and the new market it has created are available.

American Lumberman
and Building Products Merchandiser
59 E. MONROE ST., CHICAGO 3, ILL.

Aldens Promotes New Catalog with Newspaper Ads

CHICAGO, Jan. 12—With the 1960 spring-summer catalogs now being mailed by the "big four" mail order companies, Aldens Inc. is undertaking a program to establish new customers and bring in requests for its catalog.

Coupon ads promoting the Aldens book are running in the *Chicago Daily News, Kansas City Star, Detroit Times* and *Milwaukee Journal*. The ad invites readers to mail in the coupon for a free copy of the catalog.

All four catalogs are larger in size with more color pages.

The 676-page Aldens book is 18% larger than last year's 572-page edition and contains 267 pages in color. Robert W. Jackson, Aldens president, said prices in the new catalog have been maintained at last year's level. Some price reductions have been made in staple goods, hard lines and home furnishings, and some fashion goods show increases, he said.

Expanding its credit shopping, Aldens has added a 30-day charge account without a service charge and has simplified its credit plan with a cycle billing system.

Spiegel Inc. has put out a 584-page book with 222 pages in color. The 1959 spring catalog was 528 pages. Prices are "holding the line" at the same levels as last spring's book, Spiegel said.

Spiegel attributes its recent sales increases to a program of adding catalog stores, now up to 200, and to an intensive direct mail promotion.

- The new catalog of Sears, Roebuck & Co., being mailed to more than 9,000,000 families, is the largest in the company's 73-year history. The Chicago edition, with 1,558 pages, weighs more than five lbs. and contains more than 135,000 merchandise items. Color pages number 376.

George H. Struthers, Sears vp in charge of merchandising, said a price study shows average prices in the book are less than 1% above last year's spring and summer catalog. The Sears price study is based on a sampling of more than 2,000 items in all categories. A number of merchandise lines are priced below the year-ago level, Mr. Struthers said. Refrigerators are 9% below 1959 prices; freezers and air conditioners are 7% less, and tires and tubes, nearly 7%.

- Montgomery Ward & Co.'s 1960 catalog, distributed to more than 6,000,000 customers, is 948 pages, 38 pages larger than the 1959 catalog, with 20% more color pages.

Prices average 0.8% below those in the fall and winter catalog published in July, E. P. Platt, Ward vp and general merchandise manager, said. For the first time in its big general catalog, the Ward revolving charge plan is made available to customers in addition to the plans previously offered.

In all four catalogs fashion gets color emphasis, with a greater variety of sizes and fabrics offered. #

Clayton Joins Einson-Freeman as VP, General Sales Manager

Robert G. Clayton

Einson-Freeman Co., Long Island City, N. Y., lithographer and maker of window and store displays, has appointed Robert G. Clayton vp and general sales manager.

Mr. Clayton formerly was vp in charge of merchandising of Pro-Phy-Lac-Tic Brush Co., a subsidiary of Warner-Lambert Pharmaceutical Co.

Taylor to American-Marietta

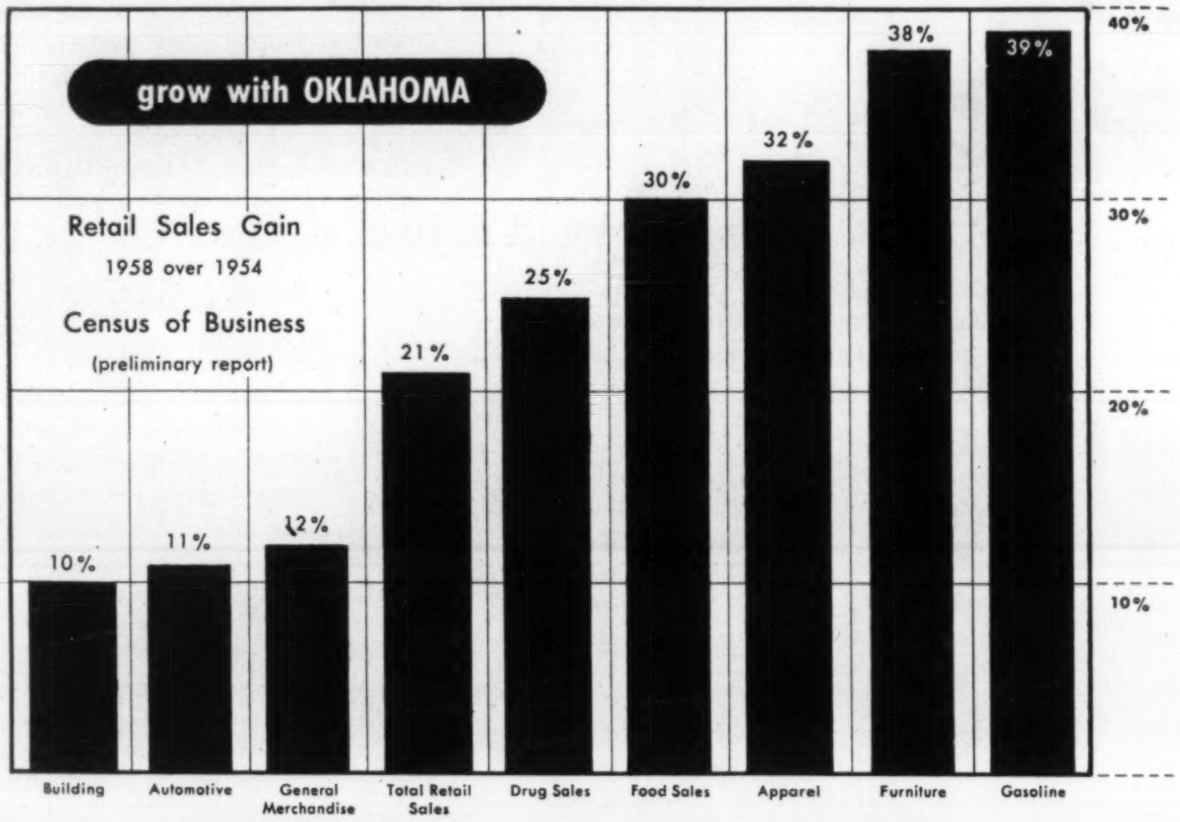
Francis M. Taylor has joined American-Marietta Co., Chicago, as director of information and advertising. Formerly manager of public relations of Continental Can Co., New York, Mr. Taylor has also been a public relations executive for Young & Rubicam and N. W. Ayer & Son.

McCourt Joins Morrissey

Winthrop (Win) McCourt has joined John B. Morrissey & Co., Chicago, as art director. Mr. McCourt was formerly with Sorensen & Co., Chicago.

Marvan Corp. to Bozell & Jacobs

Marvan Corp., West Hartford, Conn., manufacturer of wallboard tapes, has appointed Bozell & Jacobs, Hartford, to handle its advertising and public relations.



1958 business census confirms Oklahoma City's fast growth

Oklahoma City was confirmed as one of the nation's fastest growing cities in the figures of the 1958 Census of Business. Oklahoma City showed increases in every category of the report and was second only to Houston among Metropolitan areas in the southwest in percentage of gain in total retail sales.

Total retail sales were recorded at $573,026,000 for Oklahoma City in 1958, according to the report, marking Oklahoma City as a more than half-billion dollar market.

That the growth pace continued in 1959 is shown by Federal Reserve reports of Department Store Sales indicating retail sales for 1959 will top the $600,000,000 mark.

Are your sales in Oklahoma sharing in this rapid growth? Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

These newspapers give you a daily combined circulation equal to 54.1% of the households in their prime 58-county marketing area of Oklahoma where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same wide area.

Circulation Growing, Too!

Sept. 30, 1959, Publisher's Statement* shows

total daily combined circulation 270,101 Up 10,790

total Sunday circulation 240,753 Up 5,085

six months average compared with the same period of the previous year

*subject to ABC audit

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

The Mighty New Haven Newspapers

In one short, memorable year, under the dedicated leadership of an aggressive young management group, and with the support and inspired representation across the nation of

CRESMER & WOODWARD, INC.,

the New Haven Journal-Courier and New Haven Register combination shows a tremendous increase in national linage figures. 1959 combined total: 4,234,320 lines; 1958 combined total: 3,746,790 lines. A 12 % increase!

These papers serve 93% of the families of Metropolitan New Haven City area, in the heart of New England's **3rd** market*. Put the might of this medium to work for you!

12%

UP
UP
UP
UP
UP
UP
UP

New Haven Journal-Courier
New Haven Register.

*Sales Management 1959

Argus Sets New Sales Policy to Help Dealers

NEW YORK, Jan. 12—A new sales policy aimed at meeting five major photographic problems, including deceptive or unethical advertising, was announced last week by the Argus Camera division of Sylvania Electric Products Inc.

Argus President Clinton H. Harris said the five major problems are:

1. Defective merchandise.
2. Rapid product changes and unexpected inventory obsolescence.
3. Frequent price changes.
4. Extreme discounting of retail list prices.
5. Unethical and deceptive advertising.

Argus will establish a "minimum advertised price" for its photo line, Mr. Harris said.

■ "Many of the problems bothering the photographic industry arise from the fact that when the minimum service dealer advertises his correspondingly lower price, the dealer who gives more service is put under pressure to meet these low prices and try to offer his additional services at the same time. This is an economic impossibility," Mr. Harris said.

"We believe the most effective thing is for us to establish a minimum advertised price for each of our products. This should not be confused with our list price, which will be used to compute price and dealer discounts," he said.

The minimum advertised price policy will now be a major factor in selecting Argus dealers, he added.

■ To counteract the four other problems Argus has "taken steps" to end all franchise agreements so it would be free to put the new program into action. It has cut 2,000 dealers off its roster, knocking the total down to 6,000.

Specifically, Mr. Harris said Argus will try to further reduce the chance of defective merchandise reaching the market "by resisting competitive pressures and not releasing new products until their quality and reliability have been proved as much as possible." Dealers will be given a 60-day advance notice of product changes to avoid building inventories of obsoleted products.

■ To further protect dealers against price cuts, when they occur Argus will give rebates on items in dealer stock that were bought up to 60 days before the price reduction, a 15-day advantage over the 45-day system previously in effect.

Commenting on discounting and loss leader selling, Mr. Harris said Argus will "sell only to a selected group of photographic retailers who will properly support the Argus line with displays, representative stocks and good advertising, and who fairly and intelligently present Argus products to the consumer."

"One of the most important things we can do is to insist on ethical advertising," he declared.

Argus last week introduced a new 35mm electric eye camera and a new slide projector. #

Westchester Buys Landrock

Westchester County Publishers, White Plains, N. Y., has purchased Landrock Publishing Corp., owner and publisher of the *Journal News*, Nyack, N. Y. Valentine E. Macy Jr., president of Westchester, becomes president of Landrock, succeeding Charles J. Hardy Jr. Frederick R. Miller will continue as vp and general manager of the *News*.

Parsons, Friedmann Adds One

Electro Powerpacs, Cambridge, Mass., has appointed Parsons, Friedmann & Central, Boston, to handle advertising for its electronic flash division and emergency lighting division. Parsons, Friedmann has moved its offices from Tremont St. to 69 Newbury St.

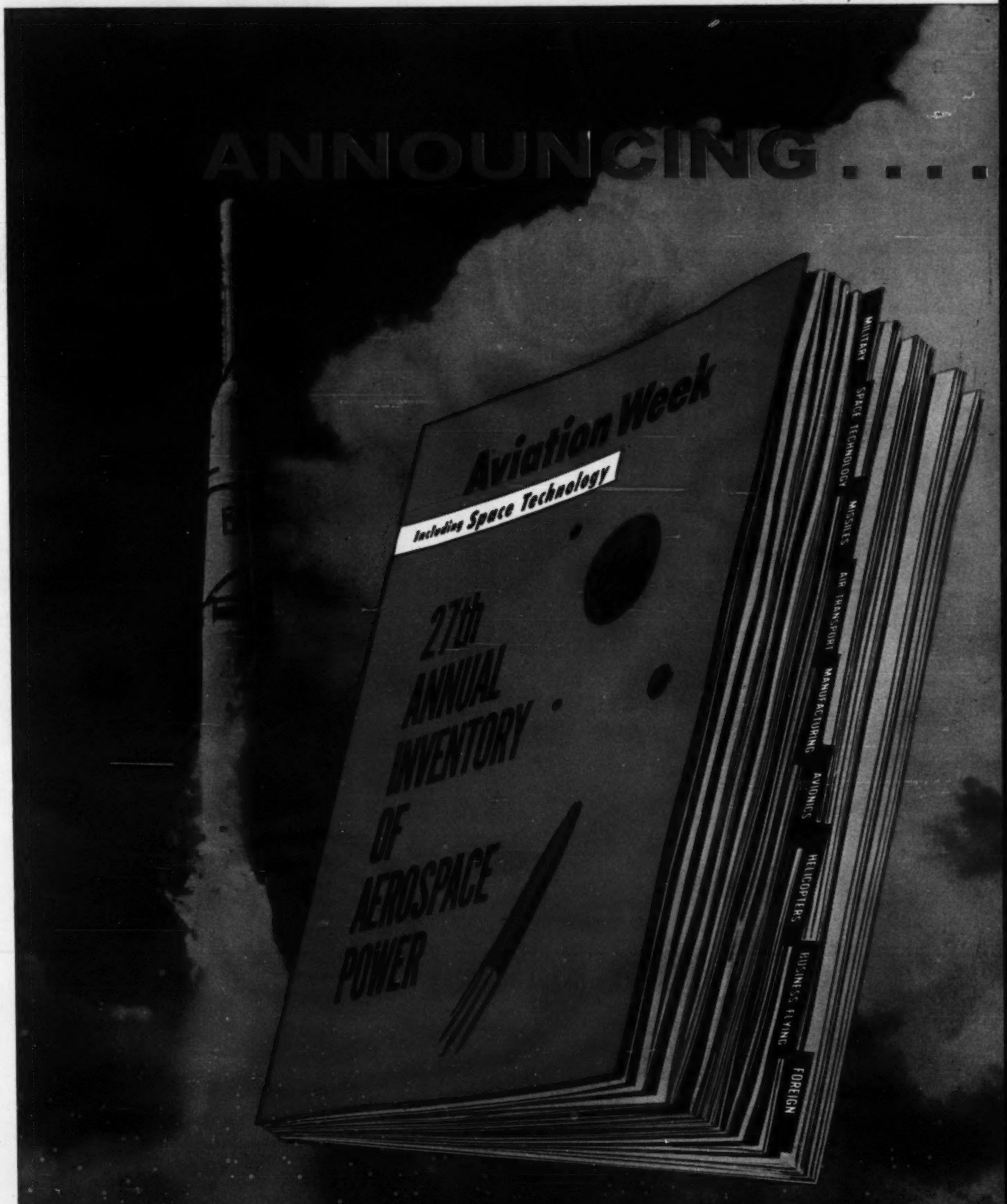
"You mean I can get large size,* quality printing in FULL COLOR and still save money!"

Yes, prove it to yourself! Just call or write.

* Up to 5000 sheets — Up to 40" x 60" size!

BLACK BOX

BLACK BOX COLLOTYPE STUDIOS, Inc.
AVenue 3-0262
4840 W. BELMONT AVE., CHICAGO 41
Representatives in principal cities



Madison Ave. Sounds Opens

Willis H. Schaefer and Charles B. Tranum have formed a new radio-tv jingle production company, Madison Ave. Sounds, with offices at 603 Madison Ave., New York. Mr. Schaefer, formerly of Music Makers, is president and creative director of the company. Mr. Tranum, who heads Charles B. Tranum Inc., New York talent agency, will be responsible for sales and sales promotion of Madison Ave. Sounds.

Humor Falls Flat in Industrial Books, McGraw-Hill Reports

NEW YORK, Jan. 12—With a few exceptions, readers of industrial magazines think humorous ads are not too funny.

At least that's what McGraw-Hill Publishing Co. found when reader feedback studies of 68 issues of *American Machinist*, *Engineering News-Record*, *Factory* and *Textile World* indicated that ads using a direct sales approach scored 22% higher than ads with humor.

In the issues surveyed there were 5,502 color page ads with reader feedback ratings. More than 6,800 personal interviews were used.

The rare humor that did score high was integrated—part and parcel of the product story—while low scoring humor was unrelated and had been dragged in as a stopper. #

Jones & Lamson Forms Marketing Services Unit

Jones & Lamson Machine Co., Springfield, Vt., manufacturer of machine tools and optical inspection equipment, has created a marketing services department. It will be headed by Jordan D. Wood, who has been advertising manager. He will have the responsibility for marketing research, advertising, sales promotion and training, news and public relations.

Mr. Wood said that the company's advertising budget will be increased about 18%, and that he expected an increase in media space during the coming year of approximately 40%. This will include both the use of additional media and more insertions in media now being used.

Peters Reelected SRA Head

H. Preston Peters, president of Peters, Griffin, Woodward, has been elected to his second term as president of Station Representatives Assn., New York. Other officers include: John P. Blair, president of the Blair Cos., reelected vp; Eugene Katz, president of Katz Agency, reelected treasurer; Daren F. McGavren, president of Daren F. McGavren Co., secretary; Frank M. Headley, president-treasurer of H-R Representatives and H-R Television, reelected a director, and Richard O'Connell, president of Richard O'Connell Inc., a director.

..27th ANNUAL INVENTORY OF AEROSPACE POWER

PUBLISHING DATE: MARCH 7, 1960

SPACE RESERVATIONS CLOSE
February 15, 1960

A REVIEW AND PREVIEW
OF WORLD-WIDE AVIATION
MISSILE AND SPACE DEVELOPMENTS

Space Probes ... Satellites ... ICBM's ... Man-in-Space .. Multi-Million Pound Thrust Engines ... Nuclear Powered Aircraft ... Supersonic Transports ... Aerial Jeeps ... ... are some of the dramatic breakthroughs in aviation, missile and space progress which have captured the imagination and thinking of scientific, military, government and industry planners.

In the world's most dynamic industry, interpreting these events is vital to our economic welfare. Each event must be studied individually and in terms of industry-wide technological direction. The galloping pace of progress makes it impossible for even well informed engineering-management men to do this job ... it takes specialists.

RECOGNIZED AUTHORITY

For 26 years, key engineering-management men ... the decision makers ... have turned to the industry's top technical reporting team and the **Inventory of Aerospace Power.** The **Inventory Issue** has won unmatched reputation and respect as the most authoritative source of information in aviation and its related technologies. It is a product of specialists ... 32 graduate engineers and aviation specialists. Their full-time job is to collect, sift and analyze hundreds of technical and market developments in their specialty. Once a year, these events are combined and brought to focus in special reports on current and future progress ... The **Inventory of Aerospace Power.**

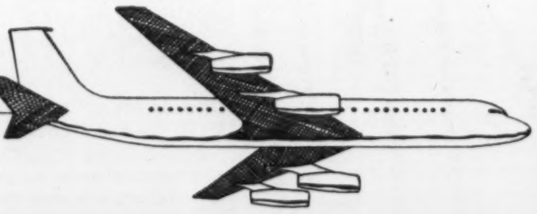
CONTENTS OF THE INVENTORY ISSUE

Charts, graphs, tables, specifications will cover in detail, budgets, missiles, manufacturing, engineering, avionics and many more areas of military and civil aviation. Included is the most complete source for detailed specifications on U.S. and foreign **aircraft, missiles,** helicopters, engines and space vehicles.

ADVERTISERS BENEFITS

The **Inventory Issue** is a rare opportunity to place your advertising message in a climate of proven editorial impact. Reader interest generated by past issues and vital editorial content assure year 'round use. Your bonus is multiple exposure of your advertising message. Sectionalized editorial format will permit you to position advertising in an appropriate section. Reader service cards are included to handle reader inquiries. Advertisers in last year's issue received over 7,000 inquiries in seven months.

Write, wire or better yet ... PHONE your AVIATION WEEK District Manager for additional information. Regular space rates apply.



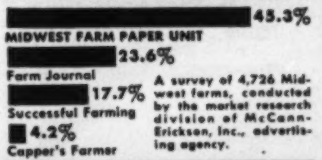
ABC ABP

Aviation Week
Including Space Technology

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

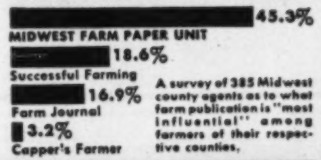
FIRST

with READERS!



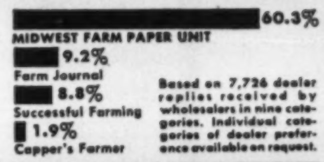
A survey of 4,726 Midwest farms, conducted by the market research division of McCann-Erickson, Inc., advertising agency.

with COUNTY AGENTS!



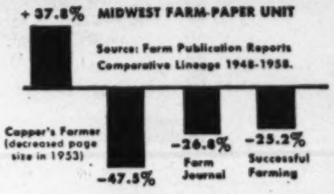
A survey of 385 Midwest county agents as to what farm publication is "most influential" among farmers of their respective counties.

with DEALERS!



Based on 7,726 dealer replies received by wholesalers in nine categories. Individual categories of dealer preference available on request.

with ADVERTISERS!



Source: Farm Publication Reports Comparative Lineage 1948-1958.

Only one medium in the World's Richest Farm Market can offer you this four-way proof of *local impact*. So, buy the Unit—one order, one plate at a substantial saving in rates.

The UNIT STATES OF AMERICA

MIDWEST
Farm Paper
UNIT

WALLACES FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 ... 250 Park Avenue, New York 17, N. Y. ... 110 Sutter Street, San Francisco 4 ... 159 South Vermont Ave., Los Angeles 4.

Just the facts, man*

The ~~60~~ 65 highest-rated shows

in the nation's 37th market

are all on WJIM-TV!

*LANSING NIELSON, ~~JULY~~ NOVEMBER 1959

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve

LANSING....FLINT....JACKSON

Basic CBS

NBC... ...ABC

Alcoa Will Launch Campaign for New Siding in March

Aluminum Co. of America, Pittsburgh, will launch in March what it calls the largest promotion and advertising campaign ever undertaken in the residential siding industry to introduce its new Alcoa siding. Advertising plans include television, spot radio and ads in *American Home, Better Homes & Gardens, Life, Living for Young Homemakers, Parade*, and *Sunday*.

The campaign will be aimed at consumers, builders, remodeling contractors and architects. Fuller & Smith & Ross, Pittsburgh, is the agency.

DCSS Boosts Barnett, Ford

Michael Barnett, a copy supervisor of Doherty, Clifford, Steers & Shenfield, New York, has been elected a vp. Doherty, Clifford also has promoted Russ Ford from a senior producer to the new post of director of tv-radio commercial production.

Schmidt Brewery Sets Record Ad Push to Mark Centennial

PHILADELPHIA, Jan. 12—C. Schmidt & Sons will celebrate its 100th anniversary this year with a record ad campaign.

Plans for the brewery's advertising push were disclosed by William J. Shine, director of sales and marketing, at the company's marketing conference here in its main plant. Mr. Shine reported that its advertising experiments in 1959 helped achieve a sales increase over 1958 of about 65,000 bbls.

While the company did not disclose how much its advertising budget will be increased in 1960, ADVERTISING AGE learned that it will be about 20% larger than 1959. The higher figures are based on increased sales.

■ Lincoln W. Allan, Schmidt's advertising manager, told the marketing conference that the company will continue to expand on "the one man in four who wants full-taste beer" theme during the year. Illustration, however, will be keyed to men-of-action, featuring such popular sports as skiing, skeet shooting, golf, tennis, skin diving and bowling.

The company's advertising will be concentrated mostly in market areas where its brands are firmly entrenched, utilizing tv spots and outdoor postings to cover the fringe areas.

Tv spots will again represent the large share of Schmidt's ad budget. In such markets as Buffalo, Erie, Lancaster, Harrisburg, Altoona, Johnstown, Wilkes-Barre and Scranton, this medium will be used exclusively.

Program sponsorship will be limited to newscasts and weathercasts in the Philadelphia area.

■ The company will use outdoor advertising much more heavily in 1960, adding seven new "spectaculars" in this market plus 20 new 30-sheet billboards. Jumbo ads are also planned for subway train doors, and Pennsylvania and Reading railroad platforms.

A special feature of Schmidt's outdoor ads will be its participation in a unique rotary pool. The pool allows a group of consumer product advertisers to alternate the use of the best Philadelphia-area locations several times during the year.

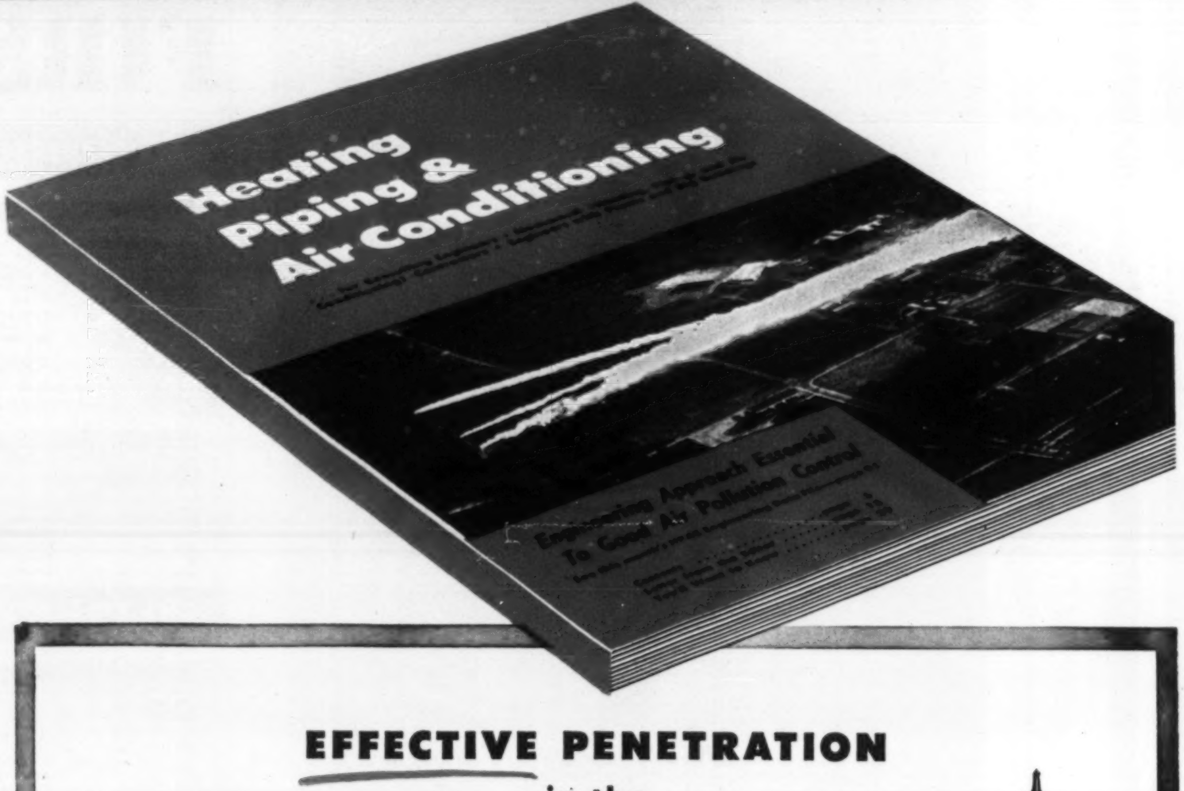
Other East Coast areas will be covered with outdoor postings. About 600 30-sheet boards have been scheduled for northern New Jersey, Long Island, Connecticut, Massachusetts, Maine, the Hudson River Valley of New York, Eastern Maryland and Southern Delaware. Shore resort areas will be covered during the summer months.

A series of page, full-color ads have also been scheduled for the first time by Schmidt's to run in the Sunday magazine sections of the *Philadelphia Inquirer* and *Pittsburgh Press*. These ads will run every other week during the year, except during the April 1 to July 4 pre-selling season, when they will run every week.

Ted Bates Inc., New York, is the agency. #

Illinois Meat Co. to Launch Push for Broadcast Hash

Illinois Meat Co., Chicago, will run color newspaper pages carrying 20¢-off coupons for Broadcast corned beef hash in major midwestern markets. The coupons will apply toward the purchase of two cans of regular size or one can of its new 26-oz. family size hash. The newspaper campaign, to be launched the second week in February, will be supported by heavy radio coverage in all markets.


Heating Piping & Air Conditioning
Engineering Approach Essential To Good Air Pollution Control

EFFECTIVE PENETRATION

in the

industrial—large building field

True to its name, HEATING, PIPING & AIR CONDITIONING confines itself to these three services as related specifically to the industrial-big building field.

Result: a concentrated editorial content vital to ALL of the purchase-control factors in this market—the consulting engineers, mechanical contractors, and engineers with plants and big buildings who identifiably are responsible for this work. Individually, or in combination, they specify and/or buy virtually every product required.

Alike in another respect, they form the reader-audience of HPAC. Each is, and has been, paying for it directly, individually, voluntarily. Here's assurance—backed up by dollars on the line and an ABC-audit—that HPAC is wanted, respected, and used!

Concentrate in HPAC, the book that ● has over 18,000 fully paid circulation ● leads in number of editorial pages ● leads by over 2 to 1 in advertising volume ● has more advertisers and is used exclusively by more advertisers. KEENEY PUBLISHING CO., 6 N. Michigan Ave., Chicago 2, Illinois.

HOME-OWNERS DELIVERED *at lowest "buy line" rate*

61¢ per line per 100,000

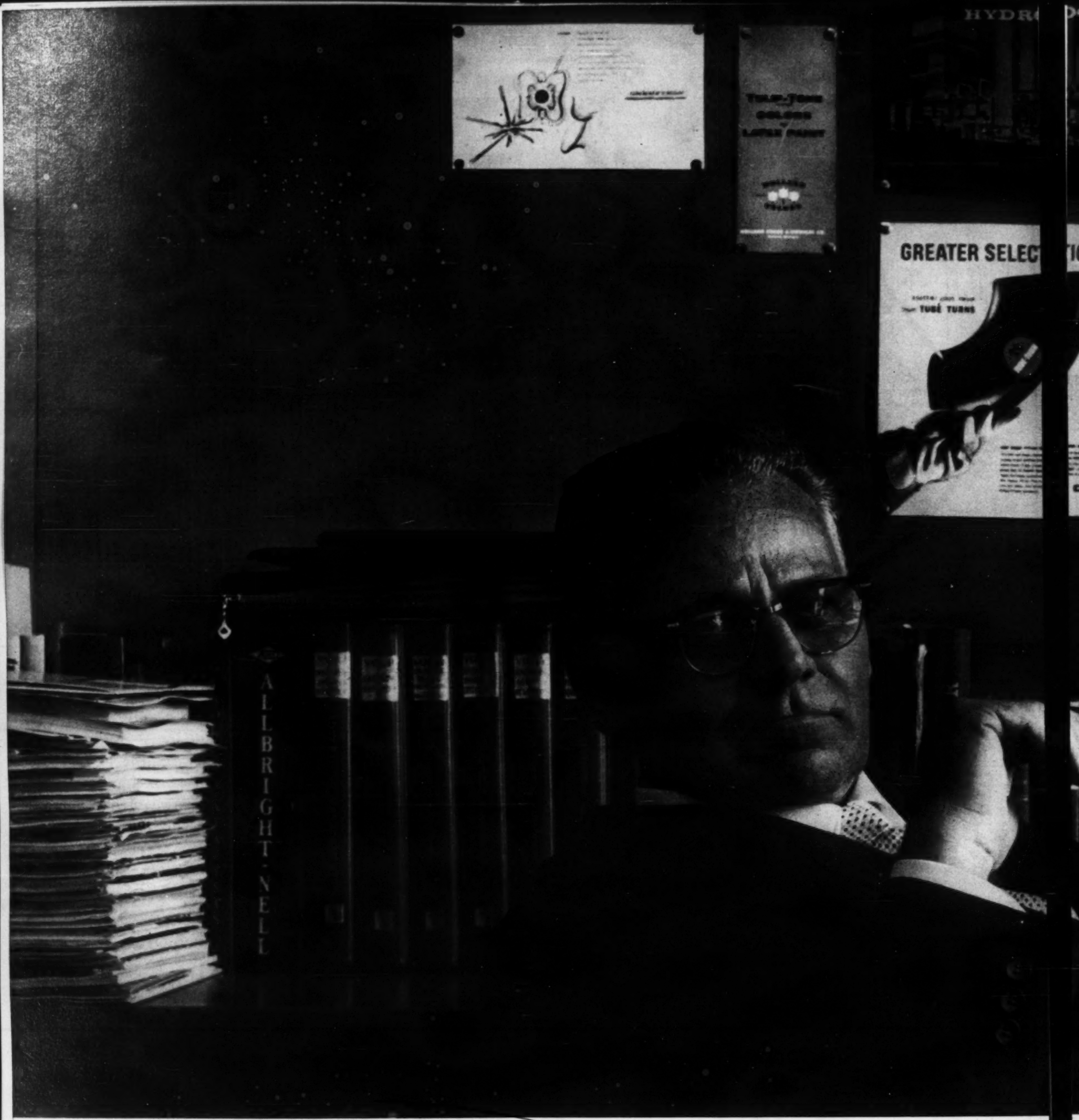
Look behind the Boston circulation figures, and you'll find more of practically everything you'd want in Herald-Traveler readers . . . Home-owners, for example. You can buy *more* of them and for *less* with the Herald-Traveler — 61¢ per line per 100,000. 67¢ with the second paper, 68¢ with the third paper . . . Or: car-owners, plane travelers, people making more than $100 a week, people who buy by mail, etc. More of them – at less cost . . . Boston retailers know this – that Herald-Traveler readers are better buyers. The Herald-Traveler has led in retail linage for 28 years. (32 in national) . . . So buy by the "buy line" rate – the flat rate per line divided by number of the kind of readers you want, times 100,000. The Herald-Traveler rep can give you the "buy line" rates in Boston for many reader classifications.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

THE BEST "BUY LINE" RATE IN BOSTON

Represented nationally by **SAWYER-FERGUSON-WALKER CO.,** New York
Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco
Special travel and resort representative: **HAL WINTER CO.,** Miami Beach



If you're a heads-up, both feet-on-the-ground kind of man—you're in a medium worthy of your talents, in businesspapers. You know you have what it takes in this business when you can produce advertising that excites the imaginations of down-to-earth businessmen . . . in businesspapers.

Advertising in
as any advertising man
men who read

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, NEW YORK • 201 NORTH WELLS STREET, CHICAGO 6, ILLINOIS • 1004 NATIONAL PRESS BUILDING,

PGAC
Votator
FILLERS
CARDOX
CARBON DIOXIDE
TRADEMARK
INDUSTRIAL ADVERT

Director of Advertising of a Chicago Corporation . . . Photo on location by Arnold Newman

businesspapers means business

who knows his business will tell you — ***because***

businesspapers mean business

WASHINGTON, D. C./ **AMERICA'S LEADING NEWSPAPERS, GENERAL MAGAZINES AND BUSINESSPAPERS ARE ALL ABC-AUDITED**

This Week in Washington . . .

Despite Likelihood of Defeat, P.O. to Ask Congress for New Mail Rate Hike

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 14—Judging from the buildup which was getting under way this week, the administration apparently is serious about making another effort to raise the level of postage rates.

For the past 18 months, since the President signed the $550,000,000 1958 rate increase bill, a kind of truce has existed, with mailers adjusting to the 1958 increases and postal officials concentrating on the need to do something about service.

Now, as it enters its final year in office, the Eisenhower team is uncomfortably conscious of the fact that deficits are still at the $600,000,000 level, where they were when Postmaster General Arthur Summerfield took over. An administration as conscientious about fiscal prudence as this one apparently wants to tidy up for its successors.

The official attitude toward postal affairs will be revealed in the budget message which President Eisenhower will send to Congress at noon next Monday. Meanwhile Rep. Charles Halleck (R., Ind.), the House minority leader, already is passing the word that the anticipated $4.2 billion surplus assumes a $500,000,000 postal rate hike.

■ Past experience demonstrates, of course, that the President isn't always serious about following through on his budget proposals. Last year, for example, he talked about the need for a $350,000,000 increase involving a 5¢ letter and 8¢ airmail. But the public was still adjusting to the 4¢ letter and 7¢ air mail, and not even the most loyal of the administration supporters in the House were willing to lend their names to such a proposal.

If congressional sentiment is a consideration, the outlook for the administration is hardly more encouraging now than it was a year ago. Final increases for publishers and bulk mailers under the 1958 bill will not be in effect until mid-1961. And, in any event, the Democratic leadership—particularly in the Senate post office committee—continues to resist the contention that deficits must be eliminated.

■ While the wounds have healed considerably during the past 18 months, there is still a considerable amount of unfinished business left over from the 1958 rate bill. In a few more weeks, for example, the Department of Commerce and the Small Business Administration are supposed to complete a survey they have been making to determine the impact of 1958 postal rate increases on business mail users. Even if the survey doesn't show that rate increases forced businesses to curtail mail advertising—or even brought on bankruptcies—the next postal debates will be enlivened with some fresh discussion about the economic consequences of loading one postal increase after another on business men.

Among the senior members of the Senate post office committee there are many who believe that the government ought to be more concerned about stimulating business than about keeping the Post Office books in balance. They contend that a $600,000,000 deficit in a $3 billion operation isn't excessive, and that a good part of it can be regarded as "public service."

Nevertheless, judging from the amount of preparation at the Post Office Department, congressional indifference or resistance isn't to be tolerated in 1960.

Detailed rate proposals have been circulating among top officials for weeks. Even the charts to support a presentation before congressional committees are said to be in preparation.

■ As a lame duck postmaster general, how does Mr. Summerfield expect to go about selling a $500,000,000 rate increase to a hostile Congress in a national election year?

Five times between 1953 and 1957, congressional committees yawned while he lectured them on the need for balanced postal budgets. In a period of relatively stable costs, he can hardly expect Congress will stampede at the prospect of a deficit of about the same size that the department has incurred in eight of the past 10 years.

Since 1945, Congress has passed seven pay increases for postal workers, totaling $1.7 billion annually, but only twice has it voted rate increases (totaling $620,000,000) to prevent larger deficits. In 1958 Mr. Summerfield finally induced Congress to pass the largest rate increase in the department's history. But to obtain $550,000,000 in new revenue, he had to go along on a pay increase bill which canceled out at least $250,000,000 of the gain.

■ With so many defeats under his belt, is it realistic to assume that Postmaster General Summerfield is merely riding up Capitol Hill once again, ready to lecture the congressmen on the moral decadence of a $600,000,000 deficit? With spokesmen for the postal unions already beating the drums for another pay hike, does he believe that a $500,000,000 rate bill could be passed without contributing a major portion of it to another pay adjustment for the department's 500,000 classified employes?

■ In the past, Mr. Summerfield frequently has sought to sweeten the rate increase pill by coating it with a promise of better service. Perhaps the request for $500,000,000 in new revenue is to be accompanied with some further proposal which involves something more than merely a higher price for mail service.

Particularly in the 18 months that he has been free to devote full attention to the problems of postal modernization, Mr. Summerfield has made immense progress toward bringing modern procedures and facilities into the postal service. Drawing on the experience of business management and the technical skill of leading industrial companies, he has earned a distinguished place in the department's history by clearing out outmoded methods and introducing new leadership which ultimately will achieve the kind of service the country expects.

■ But the rate structure is still keyed to the past, when mail moved by train, and when the department was content to take mail in whatever form it was offered by the mailer. In these past few days Mr. Summerfield already has presented Congress with an exciting proposal for revising the transportation of mail—a plan which sings with creative thinking, and the promise of a postal service keyed to the needs of the future (*see story on Page* 82).

Is the forthcoming rate bill part of a plan to reshape rates to fit the opportunities of the jet plane and the mechanized mail sorting machine? Or will Mr. Summerfield squander his final year refighting the battles he has lost so many times in the past? #

We announce with pleasure
the appointment of

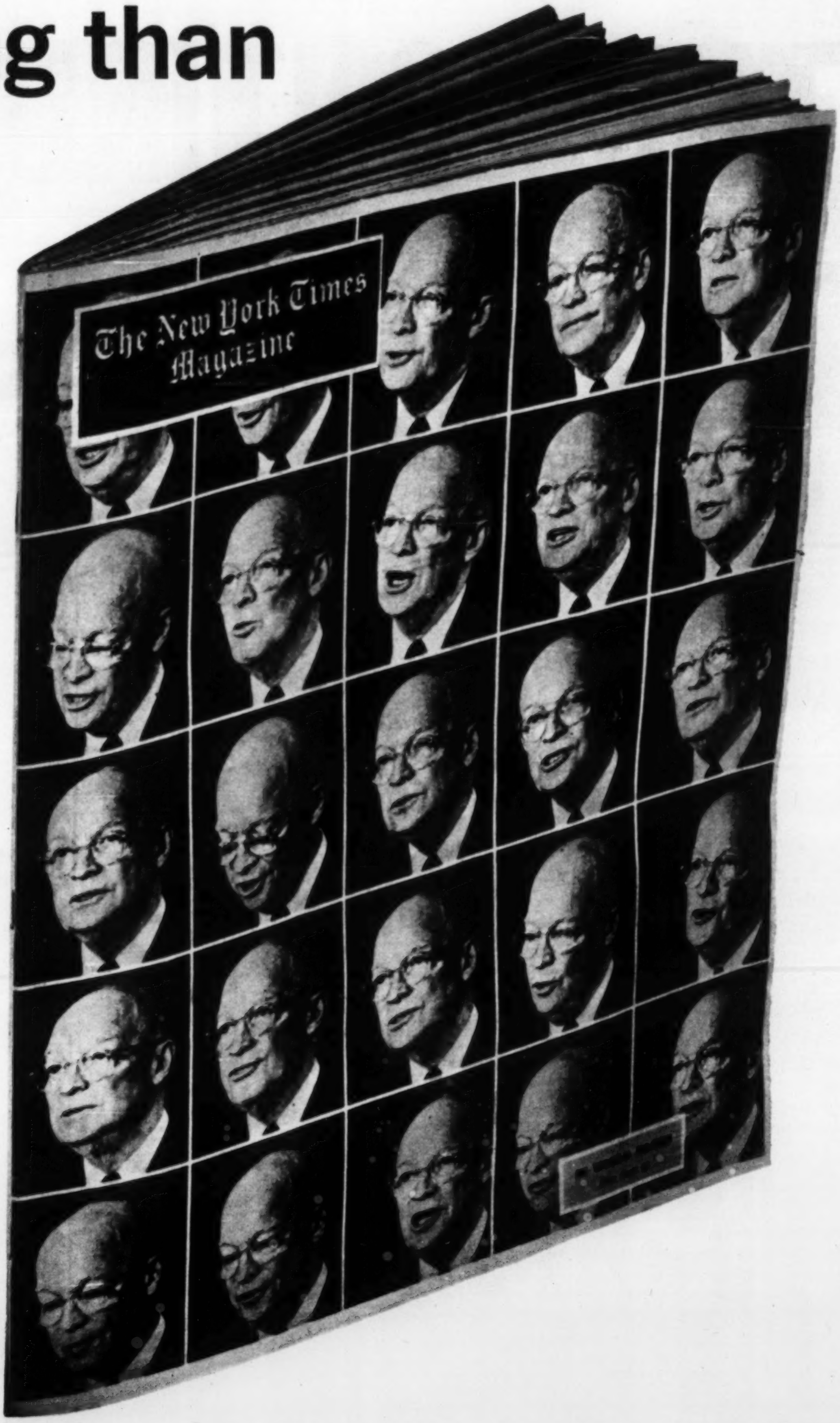
CRESMER & WOODWARD, INC.

NEW YORK ☆ CHICAGO ☆ DETROIT ☆ ATLANTA ☆ SAN FRANCISCO ☆ LOS ANGELES

as our United States
National Advertising Representatives
effective January 1, 1960

The Gazette
MONTREAL • ESTABLISHED 1778

Second year in a row...
more lines of
advertising than
any other
magazine


The New York Times Magazine

THESE* NATIONAL ADVE
DISCOUNTS OF UP TO
THE CONTINUITY-IMPA
THE COURIER-JOURNAL

HEAVEN HILL DISTILLERIES, INC.

BROWN-FORMAN
DISTILLERS

GENERAL ELECTRIC

CURTIS CIRCULATION CO.

AMERICAN MOTORS

NATIONAL DISTILLERS

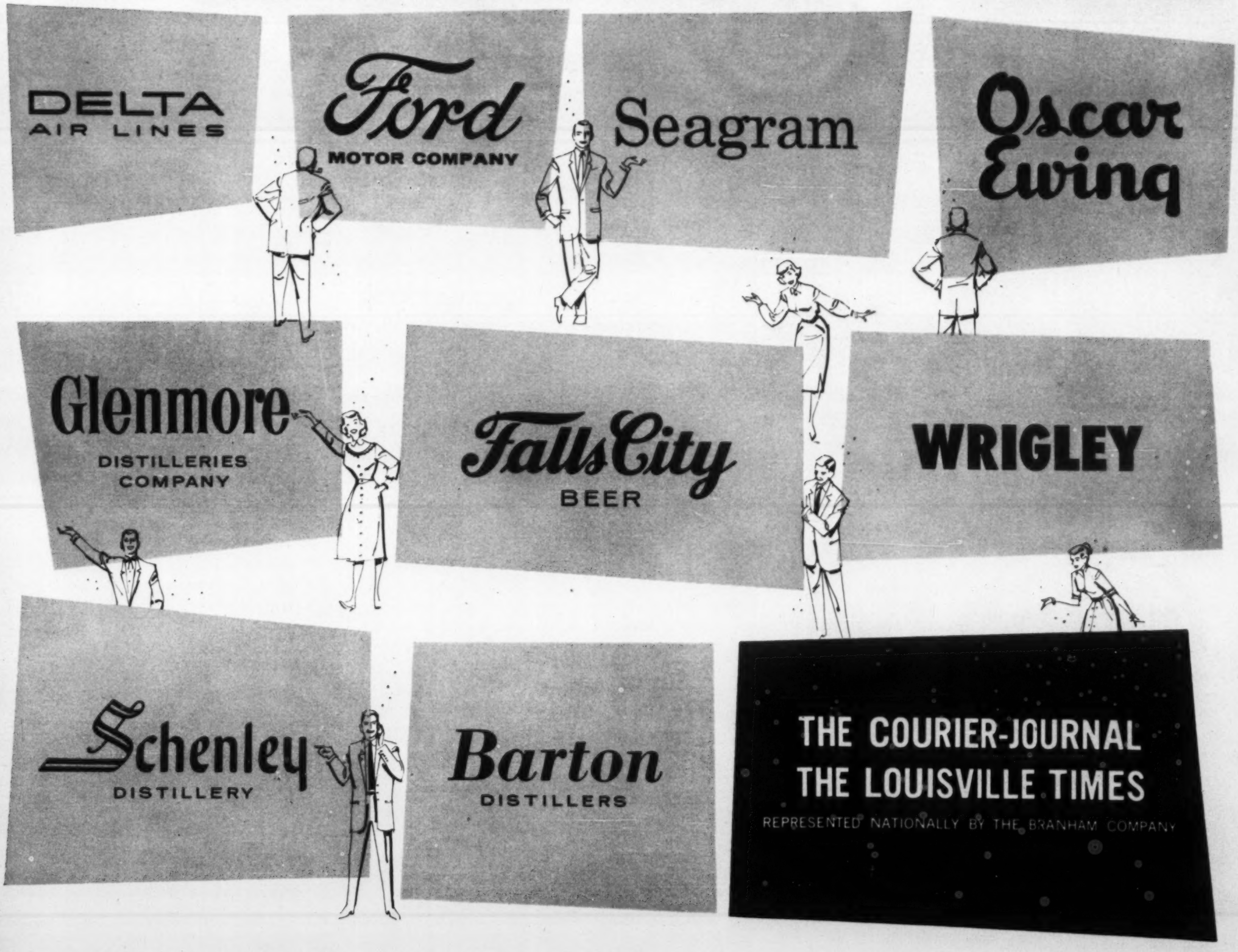
Fehr's
BEER

Southern Bell

WARISSE
BAKING COMPANY

To date 29 national advertisers have signed Continuity-Impact-Discount contracts with The Courier-Journal and The Louisville Times.

RTISERS HAVE EARNED
13 PER CENT UNDER
CT-DISCOUNT PLAN OF
& LOUISVILLE TIMES


DELTA AIR LINES
Ford MOTOR COMPANY
Seagram
Oscar Ewing
Glenmore DISTILLERIES COMPANY
Falls City BEER
WRIGLEY
Schenley DISTILLERY
Barton DISTILLERS

THE COURIER-JOURNAL
THE LOUISVILLE TIMES
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A30, 19 W. 44th Street, New York 36, N. Y.

KTTV to Make Beauty Congress (Formerly Miss Universe) Available for Broadcast

LOS ANGELES, Jan. 12—Television station KTTV has acquired exclusive worldwide television rights to the 10-day International Beauty Congress, to be held in Long Beach, Cal., beginning Aug. 4.

For Long Beach, the International Beauty Congress will replace the Miss Universe Pageant, which this year will be moved to Florida by Catalina Inc., owner of the event. The new contest will be directed by Oscar Meinhardt, executive producer, who was with Catalina before taking over the reins of the Miss Universe Pageant when it was begun eight years ago.

The Beauty Congress itself will now be conducted without a commercial sponsor, by a Long Beach group headed by William Becker, of Max Becker Advertising, Long Beach.

Although KTTV has been giving the Long Beach event complete coverage, it has never been telecast outside the Southern California area. One problem has been the late evening hours it has been on, making the west-east time differential a problem.

■ The decision to acquire world rights, said Richard Moore, president of KTTV, was based on experience which showed the Miss Universe Pageant achieved higher ratings than any other event or program telecast in the area. He said "telecast of past pageants have shattered all summer viewing records, giving the station an 81.4 share of audience, and a rating of 45.9 during prime viewing hours."

The station will utilize microwave, tv tape and film to make all or any part of the International Beauty Congress telecasts available to stations in the U.S. and 54 countries abroad. Coverage for foreign countries will carry specially dubbed foreign language narrations.

Accent will be on the "International" aspect, and the new contest will not include the contest among state winners to select a girl to represent the U.S., which formerly consumed a major share of pageant time. The U.S. contestant this year will be selected by the National Press Photographers Assn. at its annual convention in June.

The new contest will differ from Miss Universe in that it will not be necessary for contestants to appear in bathing buits at any time, as was required by Catalina. The closest to this will be in the beauty judging portion, during which the girls will be in play suits. "This," said Mr. Meinhardt, "will give more dignity to the event, and makes possible far wider international participation."

He said that in the past, the government and church in many countries have frowned on representatives of their country appearing in swim suits. Listed as participating for the first time because this barrier has been lifted, are Spain, Portugal, South Africa, Nicaragua, Iran, Honduras, Indo-China and Nationalist China.

Mr. Meinhardt said he already has agreements for 54 nations to be represented, and the total may reach 70. This compares with a previous high of 34 nations represented at Long Beach, he said.

At a press conference announcing KTTV's acquisition of the telecast rights, Mr. Moore envisioned telecasting of the event in almost every participating country. He said it would now be possible to estimate the extent of the coverage, since the deal had just been signed. He observed that sponsorship of the telecast could be an important factor, and that many companies doing an international business might find such sponsorship extremely attractive. #

'National Jeweler' Issues Guide

National Jeweler, New York, has just issued a digest of what jewelers can and cannot say and do in their advertising, according to government regulations. It is called "Fake Pricing, Bait Advertising & the FTC Trade Practice Rules." Reprints are available to advertising agencies without charge from *National Jeweler*, 630 Fifth Ave., New York.

Elliot Joins Kudner

David Elliot, formerly vp of Dunay, Hirsch & Lewis, has joined Kudner Agency, New York, as account executive on the Colorforms account.

CAPITAL TYPES #1

THE BUDGET WATCHDOG

Grunts when he slashes appropriations. Divorced 3 times. Mental cruelty. Spends spare time accusing girls in office of making personal telephone calls. Only sign of conformity is zealousness in listening to WTOP Radio, the *important* station for reaching the 20-County Greater Washington area.

WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

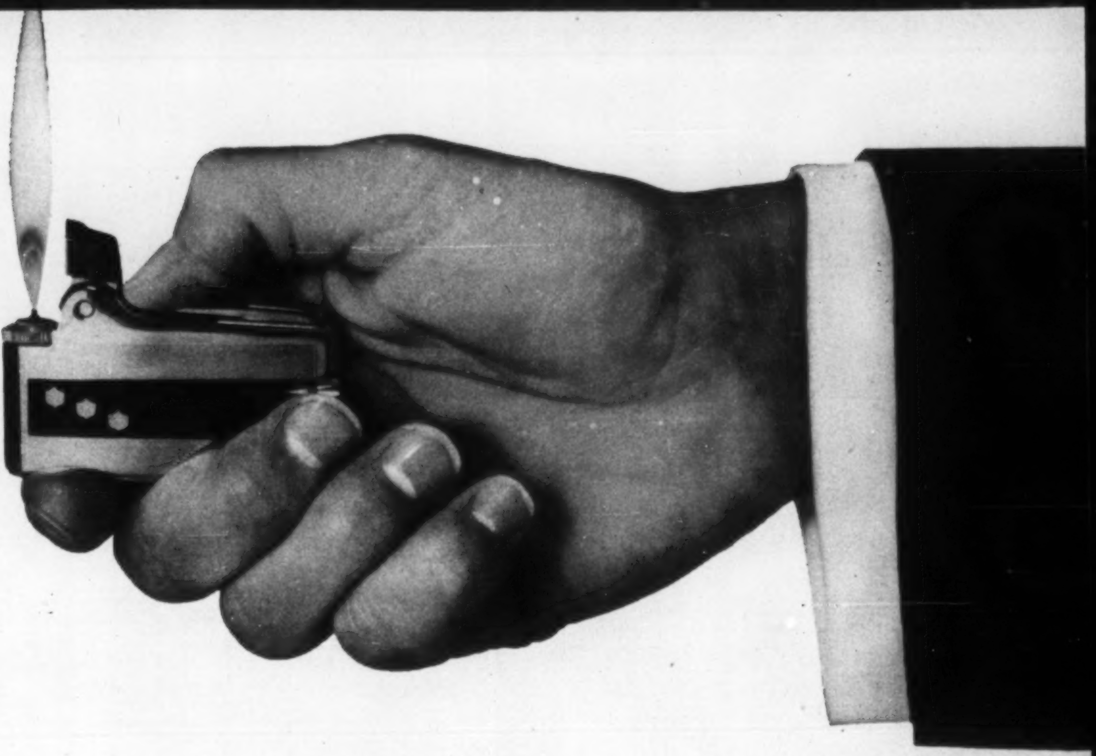
Operated by

THE WASHINGTON POST BROADCAST DIVISION:

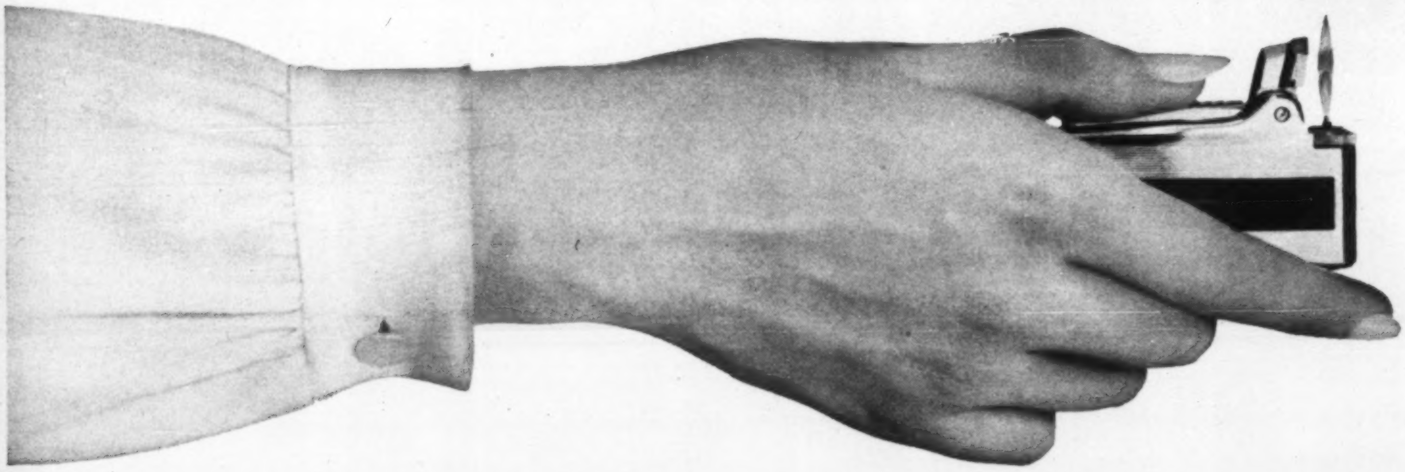
WTOP RADIO, Washington, D. C.

WTOP-TV, Channel 9, Washington, D. C.

WJXT, Channel 4, Jacksonville, Florida



Ronson makes them...LOOK sells them



"Varaflame, with LOOK's help, has become America's top-selling lighter above the low-priced field—and in less than 18 months," reports Ronson General Sales Manager Herbert M. Stein.

Ronson introduced its revolutionary new Varaflame lighter (fuels in seconds . . . lights for months . . . has a fingertip-adjustable flame) to 16,850,000 households with a full-page advertisement in the June 24, 1958, issue of LOOK. Within 18 months, and after a campaign that ran predominantly in LOOK, this butane-gas lighter had skyrocketed to first place in sales among all lighters outside of the low-priced field.

"The outstanding success of Varaflame," says Sales Manager Stein, *"is a direct testimonial to the power of LOOK. First of all, LOOK's selection as our basic medium inspired our sales force and excited the dealers and distributors. Then, after the ads appeared, we had dramatic proof of LOOK's impact on consumers . . . its ability to produce retail sales again and again."* Ronson was so impressed with the results of its Varaflame advertising that, in 1959, it invested more money in LOOK for *all* Ronson lighters than in any other consumer magazine.

What about 1960? In an expanded ad schedule, LOOK will again be the key medium. *"Increased advertising in LOOK,"* declares Mr. Stein, *"is an integral part of our total growth pattern."*

In the past five years, LOOK has gained more advertising revenue than any other magazine in its field. There are many reasons, and among the most significant is LOOK's outstanding record in producing sales results. For LOOK *means* sales.

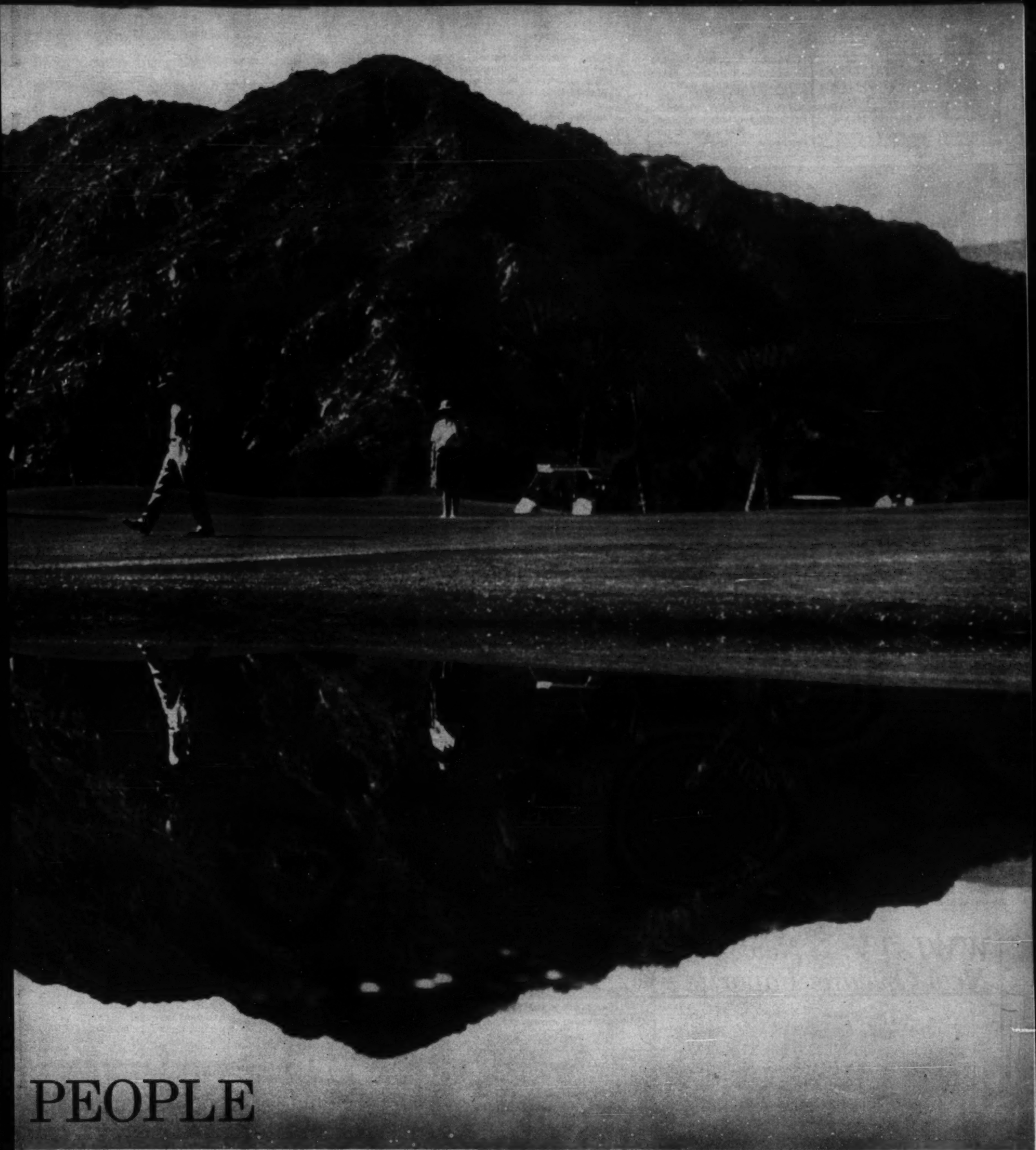
RONSON
introduces new Varaflame!

LOOK MEANS SALES

SPORT BRINGS OUT THE BEST IN

and Sports Illustrated brings out the best of people

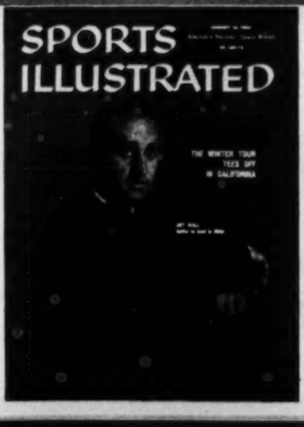
—900,000 active families of them every week. They wouldn't be reading a sports magazine if they weren't active people—and such people simply have more needs and more opportunities than most people do, to get around; to entertain their friends; to drive their cars; to travel (to places



PEOPLE

PALM SPRINGS' ELDORADO COUNTRY CLUB BY JOHN ZIMMERMAN

like elegant Eldorado, above); to keep fit and healthy; to dress up in their best. It stands to reason that you sell more to people who *do* things. For active people make active markets. That's why advertising looks right, feels right, *is* right in SPORTS ILLUSTRATED.


SPORTS ILLUSTRATED
THE WINTER TOUR TEES OFF IN CALIFORNIA

THE
FIRST
MARKET
TO
BUY

JERE PATTERSON
& ASSOCIATES
INTERNATIONAL
ADVERTISING AND
MARKETING COUNSEL
9 Rockefeller Plaza, New York 20, N. Y.

Chemex Appoints Wesco

Chemex Industries, Tampa, has appointed Wesco Advertising, Clearwater, to handle its advertising. Lawson W. Fields has been named advertising manager of the company. Plans for opening new markets in Texas, Arizona and California are in progress. Chemex sells a line of cleaners under the Skip name in Florida and the Mobile-New Orleans area.

Robert Dorfman Resigns

Robert Dorfman has resigned as director of advertising and sales promotion of McGregor-Doniger, New York, a post he has held for a little more than one year. In the future he plans to do special projects and consulting work, Mr. Dorfman said.

Armand Associates Moves

Armand Associates, New York, graphic arts and printing counsel in design, art, typography and production, has moved to 84 Williams St., New York.

Kittilsen to Martin, Tuttle

Harold Kittilsen, formerly owner of Kittilsen Studios, New York and Los Angeles, has joined Martin & Tuttle, Los Angeles, as an account executive.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Crêpes Suzette Soufflées
...OLD NEW ORLEANS FAVORITE

As served at Broussard's by Felix Savoy. Napoleon approves!

Here's how
to make it!

There are three steps in the Crêpes ritual at Broussard's—a sassy sauce, a light egg batter and a determined meringue.

Make sauce and store until needed. Cream ¼ cup sweet butter with 1 cup sifted confectioner's sugar. Flavor with rum or a few drops pure rum extract. Grate rinds of 1 medium orange and 1 lemon; extract juice & pulp. Combine with sauce and heat just a little to blend it. Add 2-3 whole cloves. Makes 1 cup.

Make 4 paper-thin French pancakes about 8 inches in diameter. Follow your own favorite recipe, but use a light egg batter.

Fill the centers with 4-5 heaping tbsp. very firm vanilla-flavored meringue. Fold in half, then again, making a triangle. Dust with confectioner's sugar.

Pour sauce into baking dish, arrange folded Crêpes in it. Set in pre-heated 325-degree oven 10-12 minutes, until Crêpes puff up and meringue browns lightly.

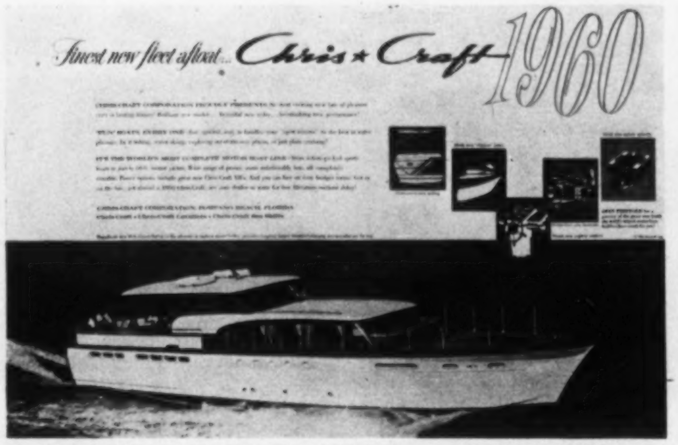
Carry to table at once. Pour 1½ oz. good brandy and ½ oz. Grand Marnier over each. Touch match to the dish and flame-baste Crêpes a minute or so. Serve at once on heated plates covered with brandy sauce. Makes 4 gourmets happy.

WWL-TV... New
New Orleans Favorite

Among New Orleans' favorite shows are the ones they see *live* on WWL-TV. Ranging in interest from NEW ORLEANS JAZZ to MORGUS BOARD (featured in TV Guide, Nov. 21) to authentic jungle adventures on WILD CARGO, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

Ask Katz about the local popularity of WWL-TV's live programs

WWL-TV CBS
NEW ORLEANS



BOATS UNFOLDING—*This is the introductory spread of a five-page color gatefold being used to preview Chris-Craft Corp.'s 1960 models for the Golden Anniversary National Boat Show. The ads will run in Boat, Motor Boating, Popular Boating and Yachting. Grant Advertising, Miami, is the agency.*

Douglas Fir Plywood Group Sets $1,250,000 Media Budget for '60

Sum Is Part of Total $5,500,000 Promotion Fund, Mostly in Research

TACOMA, Jan. 12—Douglas Fir Plywood Assn., research and promotion agency for 129 western mills, has set a record budget of $5,500,000 for 1960, up $1,000,000 from the previous high of 1959.

Most of the increase will go into research, primarily for the development of new types of panels and new products using plywood. The budget for media has been set at $1,250,000. This continues advertising at the rate set in the last half of 1959, but there are indications that the budget for 1960 may be increased later in the year. Midway through 1959 the media budget for that year was boosted by more than 40%.

As 1960 opens, the association is carrying along the major campaigns initiated last year. Breaking down the budget, 70% will be in general magazines, shelter magazines, and business papers in the light construction field, John Ritchie, advertising director, indicates. These publications will continue the promotion for a second home in a family; this drive was launched last summer, with *The Saturday Evening Post* the key consumer magazine (AA, July 27, '59). Advertising also will stress the saving in dollars to be made by using plywood in construction.

▪ Promotion for marine plywood will be expanded during the spring to coincide with the start of the boating season. Primarily this is intended to back up boat manufacturers. Major emphasis in the schedule will be in *Sports Illustrated.*

Promotion on the use of plywood in farm buildings is being reevaluated now. Most of the effort in farm areas has centered previously in the Midwest. This year the farm budget is being enlarged, and advertising will be placed on a national basis rather than just in the Midwest.

Accompanying the increase in media advertising in farm areas will be an increase from 60 to 79 in the number of men on the association's field promotion staff. These men, stationed throughout the country, assist specifiers and others on uses of plywood. W. E. Difford, managing director of the association, holds that the farm market is one of the last big unexploited markets for plywood. Efforts will be directed toward meeting the competition of sheet metal in farm buildings.

▪ Douglas Fir Plywood Assn. supervises grade stamping of the products of its member mills and acts as the research agency for the industry. Research is being stepped up primarily in two fields: One is the development of plywood components for construction, such as stressed-skin panels, low-cost box beams, and subflooring. The other is the production of new types of plywood which have surfaces of plastics, synthetics, or metals.

Output of fir plywood last year reached a new high for the 13th year in succession; this year, with seven plants already under construction and others in the planning stage, production will increase not less than 8%, Mr. Difford estimated. He added: "Continued growth depends on effective promotion and research."

▪ Of research on plywood components for construction, he added: "The building industry is more than eager to find better ways to cut its exorbitant on-site building costs. This is a wonderful opportunity for the plywood industry to increase its share of this major market."

Condon Co. handles the association's advertising. #

Golden Gate Sets Ad Courses

The spring semester of the School of Advertising at Golden Gate College, San Francisco, will open Feb. 8 with four ad courses. The school is sponsored by the San Francisco Advertising Club. Faculty members this semester are William P. Dumont, vp and West Coast coordinator, Fuller & Smith & Ross; Harold Brogger, assistant manager in charge of advertising and promotion, California Prune Advisory Board; Paul D. Anderson, pr manager, W. P. Fuller & Co., and Charles L. Bigelow, market research director, McCann-Erickson.

Ross Roy Names 4 VPs

Four executives of Ross Roy Inc., Detroit, have been named vps: James B. Jackson, merchandising account supervisor; William H. Mathews, account supervisor; Joseph R. Neall, copy chief, and Edward Simon, marketing group head.

WFAA Builds Station

Construction of new facilities for WFAA and WFAA-TV, Dallas, will begin in January. The plant, to cost more than $2,000,000, will be adjacent to the *Dallas News,* which owns the stations. Completion of the new structure is scheduled for February, 1961.

MacManus Sets Unit to Produce Mail, Collateral Material

BLOOMFIELD HILLS, MICH., Jan. 12—A new department to handle production of literature, sales promotion and direct mail material for MacManus, John & Adams has been set up by the agency, under direction of Kenneth H. MacQueen, vp and veteran production executive.

K. H. MacQueen

The volume of this activity now is running into millions of dollars yearly, explained Ernest A. Jones, president of MJ&A, in announcing the new step. He said it will provide more complete client service in these fields and added that the activity, if considered separately, would constitute the agency's third largest "account."

Carl B. Wheeler has been named manager for all media production, in addition to his former duties as traffic manager at MJ&A. He has been with the agency since 1948.

Direct mail account executives have been assigned. Jack K. Stuart will handle this medium for Pontiac, in addition to his former duty, supervision of all sales aid activities. Others are William G. Bishop, on Cadillac; Robert L. Saffell, on Dow Chemical Co., and Richard deSpeldeer on other accounts.

■ William K. Rankin has been named director of a copy creative group working on automotive literature and direct mail accounts. Philip E. Mason is copy creative director on collateral material for all consumer and commercial accounts. Edward G. Kucera is director of the art and design group.

G. Heileman Buys Control of Kingsbury Breweries

G. Heileman Brewing Co., La Crosse, Wis., has purchased controlling interest in Kingsbury Breweries Co., Manitowoc, Wis. Roy E. Kumm, Heileman president, told ADVERTISING AGE that Heileman plans to start marketing Kingsbury Pale beer in Illinois and Iowa in the immediate future, with the distribution to be handled by Heileman distributors. Kingsbury sold an estimated 255,000 bbls. of beer last year. The acquisition of Kingsbury gives Heileman plants with a production capacity of more than 1,000,000 bbls.

No decision has been reached on the status of Kingsbury's agency, Barnes Advertising Agency, Milwaukee, Mr. Kumm said. McCann-Erickson, Chicago, is Heileman's agency.

Mass Media Guide Lists Organizations, Publications

"Organizations, Publications & Directories in the Mass Media of Communications," has been published by the State University of Iowa school of journalism, Iowa City. The booklet was compiled by Prof. Wilbur C. Peterson, head of the bureau of media service in the school of journalism. Included is a list of 120 American and international mass media organizations, providing names of publications, addresses and descriptions of objectives and services.

Price of the 24-page booklet is $1. Quantity prices are available.

Esquire Acquires Scott

Esquire Corp., New York, has acquired Scott Publications, publisher of postage stamp albums and catalogs. Esquire said the company will be operated as a wholly-owned subsidiary.

Remington Rand Boosts Two

Gordon Smith, sales manager, Remington Rand Univac division of Sperry Rand Corp., New York, has been named director of marketing of the division, and John N. Veale, formerly branch manager in Los Angeles, has been appointed division general sales manager.

Lane Joins ARB in Chicago

Richard D. Lane, previously an account executive at WAIT, Chicago, has been named midwestern agency sales manager for the American Research Bureau, Washington. Mr. Lane will make his headquarters in the Chicago office.

Strauss Joins Waters

Harold L. Strauss, vp of Sterling Advertising Agency for 20 years, has joined Norman D. Waters & Associates, New York, as general manager and director of client services.

why . . . if you sell the church market . . .

AREN'T YOU IN THIS POWERFUL ADVERTISING MEDIUM?

It's *big*, it's *influential*, it has that all-important *plus* so helpful to the advertiser—READER CONFIDENCE! Edited specifically for the conservative Protestant field, M/M gives your selling message a friendly introduction to key people in more than 60,000 churches and in approximately 100,000 homes.

Moody MONTHLY

NOW IN ITS 60th year!

Lawrence Zeltner
Adv. Mgr.

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

your
best
customers
are

KITCHEN CAPTIVES

Wage-Town wives "buy A names...your product belo

"I'm devoted to my kitchen ...it's the main room, the heart of my home. We spend more time and even entertain there."

Mrs. R. T. P.

(from a Social Research, Inc. Study)

merican," buy brand
ngs in their kitchens!

The kitchen is the focal point of Mrs. P.'s existence. Like the vast majority of TRUE STORY WOMEN'S GROUP readers, (and unlike the typical "white collar" housewife) she uses her kitchen as family social center and informal reception center for casual visits from relatives, neighbors and friends. She wants her kitchen to be attractive, and she wants it to be modern—filled with appliances, well stocked with good foods, equipped with a wide variety of household products, and, naturally, beauty products like hand soaps and lotions.

Importantly, what Mrs. P. wants...her family gets! For, as a Wage Town housewife, she is the family budget manager as well as its taste maker and purchasing agent!

THE SEPARATE ROAD TO WAGE-TOWN

As Social Research, Inc.'s penetrating studies have found, Wage-Town women like Mrs. P. put their greatest faith and trust in the magazines they read. And other studies show that they do not read the magazines edited to "white collar" needs and interests to any marked degree. For instance:

76% of TRUE STORY WOMEN'S GROUP readers never see any of the major Women's Service magazines*

70% of TRUE STORY WOMEN'S GROUP readers never see any of the major Weeklies or Bi-weeklies*

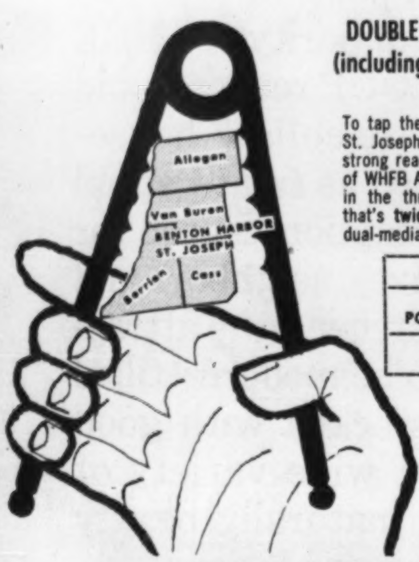
With experience as their teacher, hundreds of successful advertisers have learned that TRUE STORY WOMEN'S GROUP opens doors in the separate Wage-Town market, in a way in which no other media can.

Happily, most of these advertisers will be with us in 1960. Care to join them—and us? There's always room at the top.

**Source: Social Research, Inc.; Kemp Audience Report*

True Story
WOMEN'S GROUP
40 years of serving Wage-Town America

TRUE STORY
TRUE ROMANCE
TRUE EXPERIENCE
TRUE LOVE
TV RADIO MIRROR
PHOTOPLAY



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:

POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Markets with Tape-Equipped TV Stations Grew from 42 to 82 in '59, NBC Study Finds

NEW YORK, Jan. 12—The rapid expansion of the world of tape television is graphically pointed up by a series of compilations made by the corporate planning department of the National Broadcasting Co.

Among the most interesting markers of the year just past, using Nov. 19 as a tabulation date:

- The number of tv markets equipped with tape facilities doubled, moving up from 41 to 82. Ten of these markets were equipped by non-commercial stations.
- The number of U. S. stations with one or more recorders reached the total of 169; 62 of these stations boasted two or more tape machines. Among them the three networks had 100 recorders—35 at NBC, 38 at Columbia Broadcasting System and 27 at American Broadcasting Co. All but two of the NBC units can handle color as well as b&w, while five of the CBS recorders were color units.
- Of the top 75 tv markets in the U. S., 58 had tape facilities. Broken down still further, tape was available in all the first 25, 19 of the second 25 and 14 of the third 25.
- Ten companies in New York, Chicago and Hollywood were advertising the availability of tape duplication facilities. Two of the companies offered tape-to-film and film-to-tape facilities as well as tape-to-tape service.
- Twenty-two non-network operators had mobile tv tape recorder units; five of these were foreign operators in Canada, England, France and Germany.

■ It is estimated that the tv tape commercials business in New York grossed $5,600,000 during 1959. NBC estimates that the three networks handled half of this volume. However, the bulk of the non-live commercials business in New York —85%—was still on film last year. But industry prognosticators expect tape's share of the market to rise sharply this year.

If there were no such thing as spot television, tape probably would have muscled into commercial production much faster. In the early stages of tape, some agency men were predicting that the faster process would begin to be a major factor in spot tv as soon as most of the top 50-100 markets had tape facilities.

But, it now appears that tape's widespread use as a spot tool is being slowed by such considerations as:

1. One station in a market isn't enough. Advertisers who use big, smashing tv campaigns generally buy more than one station in each market.

2. One recorder to a station isn't enough. One machine will generally be tied up with local recordings and playbacks. It is seldom free for editing tapes, cueing the commercials into a program or splicing into a particular show if the spot is used as a participation. At least two units are needed, at a cost of about $50,000 per b&w unit.

3. It's still considered a complicated, tricky job for non-tape-experienced engineers to handle 20-second tape spots. To ameliorate this situation one of the principal tape boosters, Ampex, has been holding schools for engineers.

4. Some agency commercial producers, knowledgable about and trained in the use of film, are reluctant to get on the bandwagon for tape, a technique with which they are unfamiliar. #

Michigan Spends $302,000 for Direct Advertising in 1959

The state of Michigan spent $422,000 in state-appropriated development funds in 1959, including $302,000 for direct advertising in newspapers, radio, films, literature and through miscellaneous channels. Tourist traffic was said to have increased by 5% in 1959 over the previous year.

O'Keefe Gains Shavinol

Royson-Shavinol, Chicago, maker of Shavinol shaving cream, has named Ray C. O'Keefe Advertising, Chicago, to handle advertising for the product. Stern, Walters & Simmons, Chicago, was formerly the agency.

Cram Joins Dowd Agency

Winston Cram, formerly on the editorial staff of the *Toledo Blade*, has joined Charles F. Dowd Inc., Toledo, to work on advertising and pr accounts.

ACB PROVIDES

Current Advertising and Marketing Information from 1,393 Key Cities

The ACB Retail Store Advertising Report Service

Gives quick, accurate information on the newspaper advertising you ought to see . . . advertising by your own dealers . . . your competitor's dealers . . . can include national advertising as well as test campaigns if desired . . . you specify the territory to be covered and brand names to be reported on . . . widely used by merchandisers whose goods are sold through retail stores.

● This service is sometimes called "Dealer Tie-In Reports." Use it for a single city —or for any and all the 1,393 U. S. daily newspaper markets. You specify what territory you wish covered, and which products or brands are to be included.

Then as ACB reads the daily newspapers, it marks and reserves any page containing an advertisement called for by your coverage.

After each advertisement is analyzed and measured, a report is typed covering all advertisements collected. The information usually desired in these reports includes the following:

A) City and State B) Publication
C) Date of Issue D) Name of Store
E) Brand Name of Product
F) Price of Product Advertised
G) Size of Advertisement

A summary is included as part of the report and shows overall totals or "Number of Ads," "Total Linage," etc.

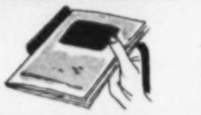
⁂

In addition to "Retail Store Reports" described above, ACB offers the following Services:

Tear Sheets . . . Schedule Listings on National Advertising . . . Linage Reports on National Advertising . . . Cost of Space reports on National Advertising . . . Paste-ups for Salesmen . . . Unduplicated "Ad" Service . . . Outstanding & Representative Ads . . . Dealer Mat Service . . . Scrapbooks . . . Position Reports . . . Radio & TV Log Listings . . . Advertised Price Reports . . . Dealer Cooperative Advertising Services . . . Brand Mentions . . . Magazine Clipping & Space Reports

ACB's BIG 48 page catalog sent FREE!

Contains Many Useful Suggestions



Advertisers are constantly finding new uses for the various ACB Services. Here are typical examples described in ACB's New Catalog. How to—

—gauge local promotion in 1,393 cities
—give salesmen city-by-city sales data
—increase your linage over dealer names
—get complete details on your dealer ads
—get details on competitive dealer ads
—guard against trademark infringements
—make co-op campaigns run efficiently
—"scout" field for new developments
—reduce wastage of dealer mats
—keep an always up-to-date scrapbook
—rate hundreds of "positions" at a glance
—locate "mentions" in advts. of others

ACB Report "Boils It Down" from 22 tons to 1.8 pounds

The ease of receiving and digesting marketing information in "report form" is illustrated by a monthly report on Retail Store Advertising which was recently prepared for a manufacturer of women's apparel.

To prepare this monthly report, ACB examined 31 daily and Sunday issues of 1,750 newspapers weighing 22 tons.

From these 22 tons of newsprint, ACB recovered 5,034 tearsheets of interest to our client. The weight of these tearsheets was 148 pounds.

The information contained in the 148 pounds of tearsheets was then condensed into a typewritten report weighing 1.8 pounds—each advertisement being listed alphabetically by city within each salesman's territory, so that all important data regarding each advertisement could be seen at a glance.

ACB Saw It Happen!

A famous agency had released a big new campaign for a big-time advertiser in a bitterly competitive field . . . orders mailed . . . plates shipped . . . *agency receives its ACB Unduplicated Service* . . . OUCH *?! Coincidence *?! STOP THE PRESSES . . . a competitive campaign had started . . . with identical copy theme . . . almost identical layout and art . . . ditto typography . . . it was a once-in-a-million-coincidence . . . but ACB saw it happen! *—From "Case Histories"*, ACB CATALOG.

Much Basic Data!

ACB's big catalog contains a directory of all daily Newspapers in the U. S.; 10 pages of tables from the U. S. Dept. of Commerce Report, showing number of stores and sales by states in each of 101 retail store classifications.

The ACB Catalog tells how charges are based on each service.

Send for your ACB Catalog today!

ACB
The ADVERTISING CHECKING BUREAU INC.

A C B SERVICE OFFICES
353 Park Avenue South, New York 10
Phone: MUrray Hill 5-7302
18 So. Michigan Ave., Chicago 3
Phone: STate 2-7874
161 Jefferson Ave., Memphis 3
Phone: JAckson 7-0595
20 So. Third Street, Columbus 15
Phone: Capitol 1-1716
51 First Street, San Francisco 5
Phone: SUtter 1-8911

Belfast... self-ironing cotton ... it irons in the wash!
Belfast...

MERMAIDS—*To introduce its new self-ironing cotton fabric, Belfast, Deering Milliken & Co. will run a series of ten ads, like this one, between January and April. The color page, via Douglas D. Simon Advertising, New York, will appear in the New York Times Magazine, Seventeen and Vogue.*

ABC Radio Explores Activity in FM Field

NEW YORK, Jan. 12—ABC Radio is cautiously expanding its efforts in the fm field. Its key station, WABC, announced here last week that it will start separate programming for its fm station from 6 p.m. until midnight, EST, beginning Jan. 18.

The network has been analyzing fm during the past six months to see how it might best use the medium, and WABC's move may represent a start, Edward DeGray, ABC Radio president, told ADVERTISING AGE earlier that he and several people in his department have been looking at all possible angles.

Fm which is sent from city to city by line-of-sight transmission, may be used to replace expensive telephone lines in feeding programming to am radio affiliates, but the bottleneck here is that not all stations are equipped with fm, Mr. DeGray said. Another possibility, he explained, is to provide fm programming on a regional basis. Concert Network, a group of fm stations in New England, has asked ABC Radio to feed it programs, and ABC is considering this.

■ ABC's efforts may also take the form of a specialized type service, much the same as NBC's Medical Radio System. This fm programming, carrying medical information, will be piped into doctors' offices via closed circuit. Subscribing doctors will pay an annual fee of $120, and pharmaceutical companies will advertise on the medium. ABC may offer a similar service for dentists, schools or some other group, Mr. DeGray said.

WABC's new fm offering will emphasize classical and semi-classical music, plus two 15-minute news commentaries. Ed Morgan will be heard at 7 and Quincy Howe at 11 p.m. During the remainder of the fm station's broadcasting day, it will carry am programming. #

Stadtmuller to Product Services

George Stadtmuller, formerly general credit manager at Columbia Broadcasting System, has been named to the new post of general manager and financial affairs director of Product Services, New York.

Maytag Promotes Lureman

Fred Lureman, formerly staff marketing assistant, has been named head of the dealer advertising section, advertising department of Maytag Co., Newton, Ia.

Hamilton Beach Signs Paar

Newest advertising drive for Hamilton Beach Co., Racine, Wis., will be headed by participations on the "Jack Paar Show" (NBC-TV) beginning in March. Color page ads for the electric housewares manufacturer will run in *Better Homes & Gardens* in March, *House & Garden* in April and *House Beautiful* in May. Smaller b&w units are slated for spring issues of *Forecast for Home Economics, Journal of Home Economics, Practical Home Economics* and *What's New in Home Economics.* Clinton E. Frank Inc., Chicago, is the agency.

Legal Course for Advertisers

Boston University's evening division, Boston, will offer a 15-session course, "Legal Aspects of Marketing," beginning Feb. 2, with Attorney Bernard I. Kaplan as lecturer. The course is designed to familiarize executives with the legal principles governing advertising, promotion allowances, pricing practices, selection of channels of distribution, selection and control of customers, sales territories and relationships with competitors.

Tate Joins Henderson

Norman P. Tate has been named television art director of Henderson Associates, Greenville, S. C. He formerly held a similar position at Foote, Cone & Belding, New York.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG
SAN FRANCISCO CENTRAL TOWER

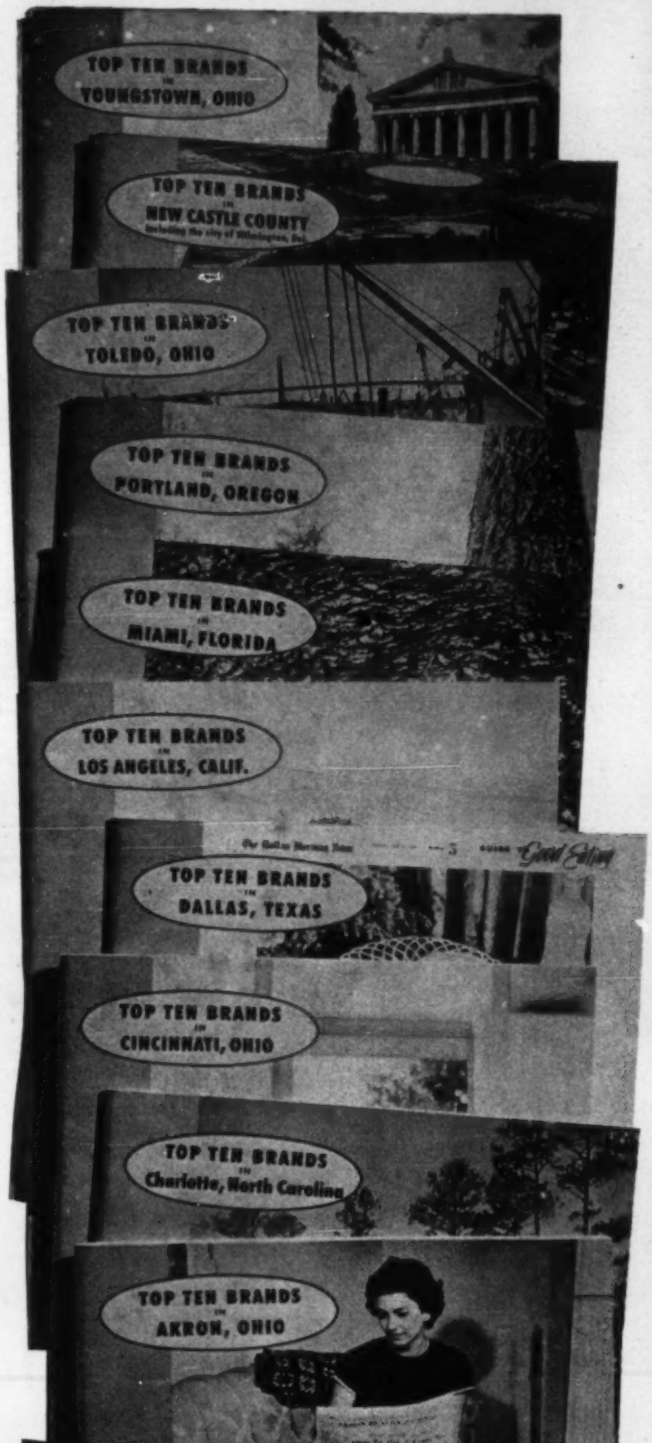
TOP 10 BRANDS

Available NOW

The New Profiles of

CONSUMER USAGE AND PREFERENCES

These great newspapers now can provide you with one of the most useful tools for scientific market analysis. Call them, or their national representative, for their local consumer analysis of product and brand profiles, in 130 product categories, showing usage and preference in their market by (1) income, (2) age, and (3) size of family.


TOP TEN BRANDS IN YOUNGSTOWN, OHIO
TOP TEN BRANDS IN NEW CASTLE COUNTY
TOP TEN BRANDS IN TOLEDO, OHIO
TOP TEN BRANDS IN PORTLAND, OREGON
TOP TEN BRANDS IN MIAMI, FLORIDA
TOP TEN BRANDS IN LOS ANGELES, CALIF.
TOP TEN BRANDS IN DALLAS, TEXAS
TOP TEN BRANDS IN CINCINNATI, OHIO
TOP TEN BRANDS IN Charlotte, North Carolina
TOP TEN BRANDS IN AKRON, OHIO

TOP TEN BRANDS
1960

ALSO JUST OUT

"TOP BRANDS ACROSS THE NATION"

A combined consumer inventory study on product buying patterns showing comparative usage and preference figures for 80 products in all "TOP 10 BRAND" research markets.

Call or Write for your FREE COPIES

Available on request from the national advertising manager or each sponsoring newspaper, or its national representative.

Dan E. Clark II, & Assoc., Inc.
P. O. Box 1858, Stanford, California

TOP 10 BRANDS

A SERVICE OF THESE GREAT NEWSPAPERS ACROSS THE NATION

AKRON BEACON-JOURNAL • CHARLOTTE OBSERVER & CHARLOTTE NEWS • CINCINNATI ENQUIRER • DALLAS MORNING NEWS • LOS ANGELES HERALD-EXPRESS MIAMI HERALD • PORTLAND OREGONIAN • TOLEDO BLADE & TIMES • WILMINGTON NEWS-JOURNAL YOUNGSTOWN VINDICATOR

Above newspapers represented nationally by Cresmer & Woodward, Kelly-Smith Co., Moloney, Regan & Schmitt, and/or Story, Brooks & Finley.

Denver
Set Gro

★★★★
Vol. 68, No. 140

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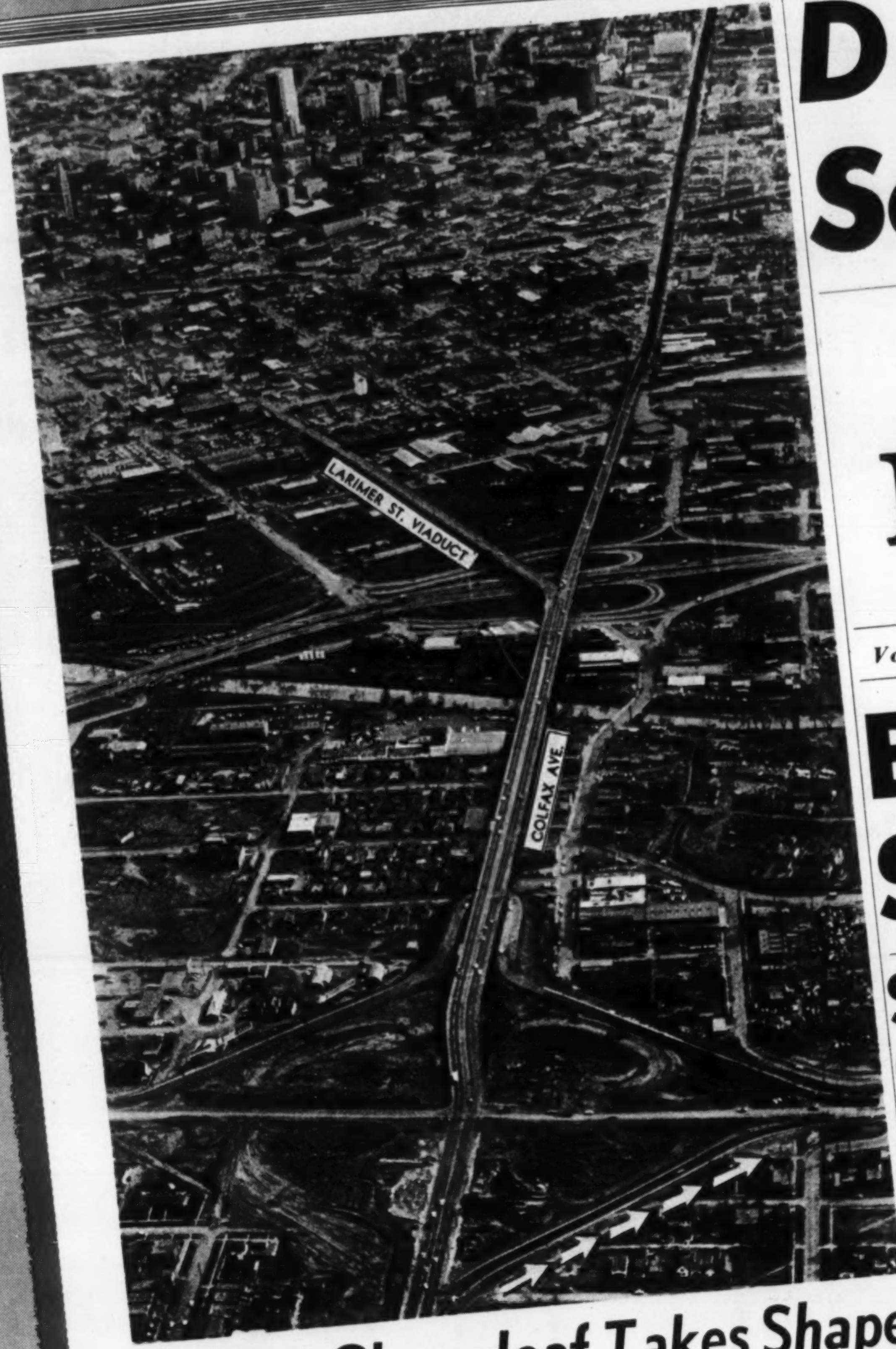
DENVE

The Voice of the

Vol. 68, No. 121 Denver, Colo.—Cli

Boom i
Setting



Colfax Cloverleaf Takes Shape

Outlines of the new traffic cloverleaf at W. Colfax Ave. and Federal Blvd. emerge in foreground of this aerial photo, looking east toward downtown Denver. The $662,934 state and federal road project is 25 pct. complete, should be finished in early 1960. Already in use, as a detour, is the ramp (arrow) angling from Colfax to Federal. State Highway Dept. acquired 927,773 square feet for the cloverleaf.

Bank Plans Rebuilding Of Downtown Block

The Colorado National Bank Saturday announced it has acquired control through purchase and option agreement of a square block in the heart of downtown Denver adjoining its white granite building.

Merriam Berger, president, said a major rebuilding and remodeling project involving the bank structure at 17th and Champa Sts., the former May Co. Department Store complex eight-story Ernest &

Financial details of the deal were not released. Officers of the bank, which has grown in deposits from $41,665,818 in 1950 to $150,847,025 as of this month, said "multimillion" was correct.

Several national department store chains, including Federated Department Stores which operates Bloomingdale's in Manhattan, Abraham & Strauss in Brooklyn and Filene's in Houston, have indicated interest in the former May Co. building.

Empire Firm to Ship Uranium to Japan

New York offices of

$2 Million Order for Shwayder

Shwayder Bros., Inc., of Denver, which says it produces one-fourth of all the nation's luggage, will have a $2 million "candle" to put on its 50th birthday cake Tuesday.

At a special luncheon observance in the Grand Ballroom of the Brown Palace Hotel, the company will announce it has received the largest single luggage order ever placed with any luggage manufacturer.

The order is for $2 million worth of Samsonite luggage for the Sperry & Hutchinson Co., founder and distributor of S & H green stamps.

More than 200 Denver businessmen, civic leaders, government officials and visiting industrialists will attend the luncheon.

The contract will be signed at the luncheon by O. C. Miller of New York, vice president and purchasing agent for Sperry & Hutchinson, and Emmett H. Heitler, general manager of the Shwayder company.

It will call for 160,000 pieces of Samsonite luggage to be delivered to S & H in 1960, beginning the week of Jan. 18.

Heitler, general manager said the S & H order "will employ 125 persons for an entire year."

Fiber Glass Line

About half the order will be

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and 19 store
Utah and New

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said Oscar A
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Participating in
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S. S. Rabinovitz,
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director, all of

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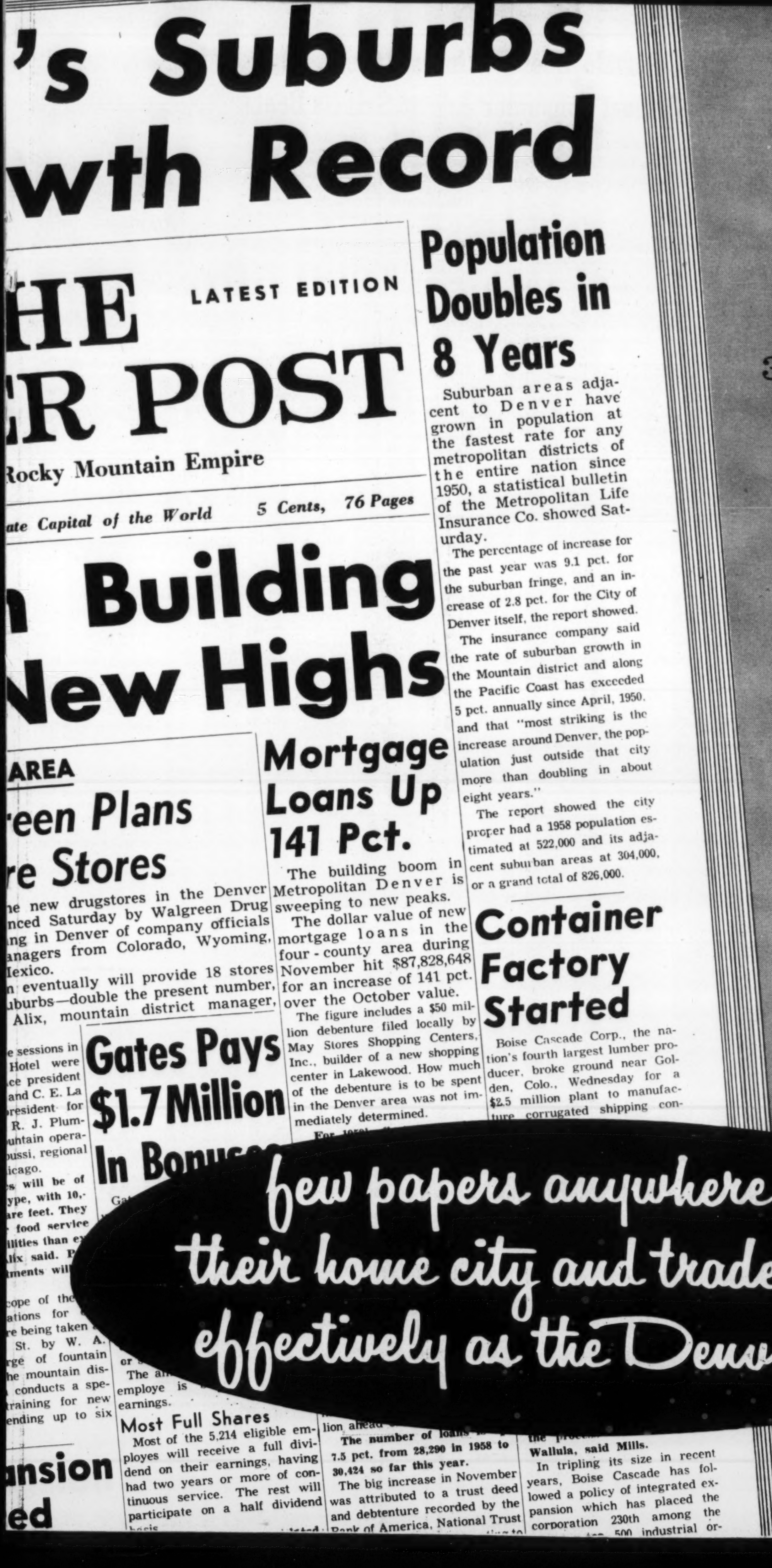

's Suburbs
wth Record

HE
ER POST
Rocky Mountain Empire

LATEST EDITION

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n Building
New Highs

AREA

reen Plans
re Stores

he new drugstores in the Denver
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Gates Pays $1.7 Million In Bonus

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The a
employe is
earnings.

Most Full Shares

Most of the 5,214 eligible employes will receive a full dividend on their earnings, having had two years or more of continuous service. The rest will participate on a half dividend basis.

Mortgage Loans Up 141 Pct.

The building boom in Metropolitan Denver is sweeping to new peaks.

The dollar value of new mortgage loans in the four - county area during November hit $87,828,648 for an increase of 141 pct. over the October value.

The figure includes a $50 million debenture filed locally by May Stores Shopping Centers, Inc., builder of a new shopping center in Lakewood. How much of the debenture is to be spent in the Denver area was not immediately determined.

For 1959

lion ahead

The number of loans

7.5 pct. from 28,290 in 1958 to 30,424 so far this year.

The big increase in November was attributed to a trust deed and debtenture recorded by the Bank of America, National Trust

Population Doubles in 8 Years

Suburban areas adjacent to Denver have grown in population at the fastest rate for any metropolitan districts of the entire nation since 1950, a statistical bulletin of the Metropolitan Life Insurance Co. showed Saturday.

The percentage of increase for the past year was 9.1 pct. for the suburban fringe, and an increase of 2.8 pct. for the City of Denver itself, the report showed.

The insurance company said the rate of suburban growth in the Mountain district and along the Pacific Coast has exceeded 5 pct. annually since April, 1950, and that "most striking is the increase around Denver, the population just outside that city more than doubling in about eight years."

The report showed the city proper had a 1958 population estimated at 522,000 and its adjacent suburban areas at 304,000, or a grand total of 826,000.

Container Factory Started

Boise Cascade Corp., the nation's fourth largest lumber producer, broke ground near Golden, Colo., Wednesday for a $2.5 million plant to manufacture corrugated shipping con-

the

Wallula, said Mills.

In tripling its size in recent years, Boise Cascade has followed a policy of integrated expansion which has placed the corporation 230th among the 500 industrial or-

sell the nation's

3rd fastest growing

major market

through

one of America's

great newspapers

CIRCULATION

Evening, except Saturday . . .	256,513
Sunday	338,263
Empire Magazine and Comics .	362,040

A. B. C. Publisher's Statement   September 30, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

few papers anywhere cover
their home city and trade area as
effectively as the Denver Post

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

General Foods Promotes Perry

George M. Perry has been named general manager of the distribution sales services division of General Foods Corp., White Plains, N. Y. Formerly planning and development manager of the division, he succeeds E. W. Kelley, recently named treasurer of GF. In his new post Mr. Perry will have direction of GF's market-centered distribution system which is tailored to each customer's individual needs. It is now in operation in Atlanta, Boston, Memphis, Minneapolis-St. Paul, St. Louis, Wilmington and Youngstown. It will be extended this year to Chicago, Cincinnati, Denver, Detroit, New York and Portland, Ore., and by the end of 1961 will serve 17 centers.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
....
....
....

Hassold Joins Geyer, Morey

Eugene V. Hassold, formerly executive art director of J. M. Hickerson Inc., has joined Geyer, Morey, Madden & Ballard, New York, as an art director.

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost
proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

Colorado Uses Business Papers, Plus Offbeat Consumer Ads, to Sell Its Beef

Promotion to Volume Feeding Units Moves Higher-Price Product

DENVER, Jan. 12—Offbeat advertising is succeeding for the State of Colorado Advertising & Publicity Committee, according to Lewis T. Cobb, executive director.

The committee's present program began three years ago, the brainchild of Harold L. Haney, assistant director, according to Mr. Cobb. Approximately 12.5% of the state advertising budget is expended upon the combined exploitation of Colorado beef and Colorado tourist promotion. The '59-'60 gross billing for this facet of the expenditure is $14,014. Similar budgets for other Colorado products are provided.

The beef advertising is concentrated in a four-month period—October, November, December and January. Seven food service and food management journals and two consumer magazines, *Gourmet* and *The New Yorker*, are used in the program.

The business paper list consists of *American Restaurant, Club Management, Food Service, Hotel Management, Institutions, Restaurant Management* and *Volume Feeding.*

The business paper ads stress the theme that "prestige and profit are within your grasp" with Colorado beef.

The purpose of the advertising is to plug Colorado beef and its superior quality and taste, chiefly as it is served in restaurants and clubs, and at the same time to show the tourist attraction spots of Colorado.

■ The ad shows two well dressed people sitting at a table, accoutered with elegant linen, silver and crystal, being served by a waiter in the livery of the historic Brown Palace Hotel—but on the street of an authentic western town called Buck Skin Joe. The scene's incongruity is this year's attention getter.

The same theme has been used for the past three years, with different settings. Once the table was in a wheat field, with a background of mountains. Another showed the veranda of a mountain mansion, complete with mountain background, chandelier of ten globes overhead, and with table guests in tourist garb seated upon bales of hay and being waited upon by a tuxedo-clad servant.

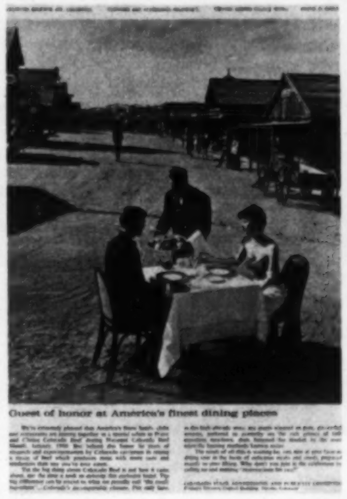
■ The program came about as a result of efforts, made prior to 1956, to sell Colorado beef direct to the consumer. These failed, the committee feels, because women in general can't tell Colorado quality beef from an inferior quality, and because supermarkets are price conscious.

The aim of the present program is to put prepared Colorado beef into the mouths of consumers, rather than to put the unprepared product into their hands through the supermarket.

The Colorado committee furnishes an advertising packet to those serving Colorado beef. Included is a gracious host award signed by Colorado Governor Steve McNichols; plastic steak sticks, colored to denote degree of doneness; free Colorado beef recipes; table tents and menu tip-ons; a large telegram commendation from the governor; free radio scripts; direct mail pieces; photos and promotion kits, and idea sheets for beef-eating parties.

■ The results of the present four-year program have been gratifying to the committee. Restaurants tying in with the program from coast to coast report attendance gains, as do country clubs.

Housewives, generally, are still unable to get the more expensive beef at their markets, but the committee hopes that when they are able to do so, the higher price of the Colorado beef will be offset by their awareness of its quality. #



Guest of honor at America's finest dining places

JOE'S MEATING—*This arresting b&w unit appeared in the Jan. 2 issue of The New Yorker. The scene was photographed in Buckskin Joe, a mining town near Canon City, Colo.*

Griffin Names Draughon

Griffin Broadcast Group, Muskogee, Okla., has appointed Robert E. Draughon sales promotion manager of KTUL-TV and radio, Tulsa, and KATV, Little Rock, Ark. Mr. Draughon, who joined Griffin in 1956, replaces Charles E. Larkins who has resigned.

Collier Joins Gordon Best

William R. Collier has joined Gordon Best Co., Chicago, as an art director. Mr. Collier was formerly with Compton Advertising in Milwaukee.

De Soto Sets Ads in 11 Magazines in First Quarter Push

DETROIT, Jan. 12—Color pages in 11 consumer magazines will promote sales of De Soto cars in the first quarter, aimed at "the car buyer who wants big car luxury and comfort along with racy styling and a sports flavor."

On the schedule are *Holiday, Life, Look, The New Yorker, Newsweek, The Saturday Evening Post, Reader's Digest, Sports Illustrated, Sunset Magazine, Time* and *U. S. News & World Report.*

■ "This not only represents our biggest magazine coverage to date, but is the most penetrating in depth," says James L. Wichert, Plymouth-De Soto-Valiant division director of advertising and sales promotion. "We feel we are attaining maximum 'reach' in scheduling not only the so-called mass books, but the high income group as well as the sports magazines." The big magazine push will be in addition to De Soto's regular campaign in newspapers, radio, tv, outdoor and direct mail, he added.

Batten, Barton, Durstine & Osborn, New York, handles De Soto's advertising. #

Petry Names Hutton, Smith VPs; Promotes Percival

Robert L. Hutton Jr., tv promotion director of Edward Petry & Co., New York, radio-tv station representative, and Louis A. Smith, midwestern tv sales manager, have been appointed vps. Martin L. Percival, formerly a radio salesman, has been named to the new post of eastern sales manager of the radio division.

Mr. Hutton joined Petry in 1950 as manager of television promotion and research. Mr. Smith has been tv sales manager of the Chicago office since joining Petry in 1951.

RCA Records Promotes Two

W. W. Bullock, formerly vp and manager of the commercial records creation department at RCA Victor Records, New York, has been named to the new post of vp and manager of market service and business affairs. Robert L. Yorke, previously manager of West Coast operations, will move to New York to assume Mr. Bullock's former duties.

Retail Bureau Boosts Weil

Retail Reporting Bureau, New York, has elected Sanford S. Weil exec vp.

HOW LONG

Certainly you might profit. We at Superior feel a review can be not only worthwhile but quick. ■ You may have quality to gain. Not that this discredits any engraving house. Each house has access to the same hardware and presumably skill. Yet each house produces at its own average quality level. We compliment ourselves that our level ranks gratifyingly high. Only comparison will support this, and we offer comparisons—some that will surprise you. ■ And there's service. We rest our claim to exceptional service on the fact that besides our full day shop, we operate a 45-man night shop, the largest in town. This acts as a reserve force to handle your rush orders as comfortably as regular orders. Overnight miracles are everyday events at Superior, and quality keeps constant. ■ Your organization may have much to gain from a brief check on your engraving dollar. Soon, why not set aside time for a helpful visit from Superior.

SINCE YOU'VE REVIEWED YOUR ENGRAVING PURCHASING PRACTICES!

SUPERIOR ENGRAVING CO. *215 West Superior Street, Chicago 10, Illinois* CALL NIGHT OR DAY
Chicago's Foremost Photoengraving and Offset Platemaking Plant

Labor Paper Draws Contempt Ruling for Misrepresentation

PHILADELPHIA, Jan. 12—The *Trade Union Courier*, New York, and two of its publishers, Maxwell and Bert Raddock, were found guilty yesterday of criminal contempt of a federal court order prohibiting them from representing their paper as an official publication of the AFL-CIO.

The publication was fined $35,000 by the third federal circuit court of appeals here. Sentencing of Maxwell Raddock, president of the publication, and Bert Raddock, general manager, was postponed until the court had received a report from the federal probation department. The two may be fined or sent to prison. The penalty rests in the discretion of the court.

The *Trade Union Courier* has been in trouble for the past several years (AA, Aug. 3).

The Federal Trade Commission issued a cease and desist order against the publication for unfair business practices in 1956, after extended hearings starting in 1952. The order was appealed, and the third federal circuit court affirmed the FTC order in May, 1956. Last year the court cited the publication for contempt. The current case is the culmination of an appeal in that matter.

■ Early in 1952, the National Better Business Bureau and the American Federation of Labor warned business men that the *Trade Union Courier* was not an AFL publication. At that time it was reported (AA, April 14, '52), that solicitors for the paper had been stating it was an AFL publication and that its purpose was to combat communism. Some companies, it was reported, had received unauthorized billings for advertising.

In 1953, the International Labor Press of America, an AFL organization of 232 union publications, cited the *Trade Union Courier* as an example of an unethical labor paper, and the FTC was criticized for its allegedly lax handling of the case.

Maxwell Raddock was called before the Senate rackets committee in 1958 for a book he had written for the United Brotherhood of Carpenters & Workers, "Portrait of an American Labor Leader, William L. Hutcheson," a biography of the Union's late president. It reportedly cost the union $310,000. Testimony given at the hearing indicated that the book could have been produced for $125,000. #

Mobil Oil Names Meunier to Head New Department

Mobil Oil Co., New York, has created a new products promotion department and has named Frank C. Meunier to head the department. Mr. Meunier served as advertising and sales promotion manager of General Petroleum Corp., Los Angeles, from 1946 until Jan. 1, 1960, when that company became part of Mobil Oil. Also moving from Los Angeles to the New York office with Mr. Meunier will be Roger Mahoy, manager of the product news bureau; C. L. King, manager of administration, and J. R. Burton, manager of special promotions.

CBS Adds Three Affiliates

KTRE-TV, Lufkin, Tex., an NBC affiliate, has joined CBS-TV. The station will retain a dual affiliation. KBEE, Modesto, and KFBK, Sacramento, Cal., have become affiliated with CBS Radio. KFBK will maintain a dual affiliation with ABC and CBS until June 4, when it will leave ABC. KFBK replaces KROY, Sacramento, which has gone independent

Newsfilm Inc. Formed

Marathon TV Newsreel, New York, producer and distributor of tv and news films, has formed a separate company, Newsfilm Inc., for the production and distribution of industrial tv films. Separate offices for the new company will be maintained in Marathon's building, at 10 E. 49th St. Charles Van Bergen, formerly Marathon's director of newsfilm operations, has been named vp in charge of the new company. Kenneth Baldwin, who will continue as a vp and supervisor of production at Marathon, is president at Newsfilm.

ABC Adds Radio, TV Affiliates

ABC-TV, New York, has added four new affiliates. They are WTMT, Louisville, Ky., formerly with Mutual, and three previous independents: WMFT, Terre Haute, Ind.; KOFE, Pullman, Wash., and WRPB, Warner Robins, Ga. ABC Radio has added five former independents to its list of affiliates: WARN, Fort Pierce, and WMEG, Eau Gallie, Fla.; WYNK, Baton Rouge; WDOE, Dunkirk, N.Y., and KOZE, Lewiston, Ida.

Campbell Joins Walker

Jack Campbell, formerly publications director of *Bulk Feed*, and publications manager of *Hardware Trade*, both published by Bruce Publishing Co., St. Paul, has joined Harold C. Walker Advertising, Minneapolis, as an account executive.

IRWIN R. TUCKER CO.
300 W. WASHINGTON STREET · CHICAGO 6, ILL.
PHONE CENTRAL 6-9480
CHICAGO FOOD BROKERS
COMPLETE DEPENDABLE COVERAGE OF THE CHICAGO MARKET

PHIL SILVERS, CBS-TV STAR

Pouring in? If it isn't, here's a connection that might pipe a little extra your way. Just tell the boss that, as the world's largest enamel printing paper specialist, Consolidated offers finest *quality* for *less*. He'll cut costs handsomely without sacrificing quality by specifying Consolidated Enamels for folders, broadsides and other printed pieces. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then turn on the faucet.

Available only through your Consolidated Paper Merchant

Consolidated
WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

Total Ad Revenue, Pages for Magazines: 1959 vs. 1958

Figures compiled by Leading National Advertisers Inc. and copyright December, 1959, by Publishers Information Bureau. Revenue figures are based on one-time rates; as some publications offer frequency discounts, the actual revenue totals for these magazines and Sunday newspaper sections would be lower than the figures shown.

	1959 Pages	1959 Dollars	1958 Pages	1958 Dollars
Life	3,663.68	$134,441,468	3,411.94	$122,628,205
Saturday Evening Post	2,816.55	97,598,552	2,891.71	87,606,491
Look	1,483.85	47,681,138	1,415.15	43,094,484
Time	2,913.11	46,126,315	2,778.40	41,569,248
This Week Magazine	892.16	42,810,948	981.50	40,685,525
Reader's Digest	924.97	33,105,218	612.01	21,699,110
Ladies' Home Journal	1,081.86	30,798,894	1,012.18	26,976,551
Better Homes & Gardens	1,041.80	25,631,517	1,097.78	24,456,413
Newsweek	3,008.47	25,062,168	2,744.99	21,234,800
Parade	724.14	24,529,015	848.94	23,882,853
Good Housekeeping	1,248.86	23,035,710	1,242.47	21,307,437
McCall's	801.79	20,263,179	765.62	18,390,989
U. S. News & World Report	2,686.45	18,400,155	2,472.52	15,214,638
New Yorker	5,054.52	18,331,829	4,515.95	16,414,271
Business Week	4,701.80	18,029,013	4,337.56	16,470,187
American Weekly	416.91	15,777,273	662.08	23,186,532
Farm Journal	957.46	12,318,309	879.33	10,950,608
Sports Illustrated	1,692.50	11,946,777	1,352.20	9,422,823
Everywoman's Family Circle	540.24	11,716,815	503.25	9,724,501
New York Times Magazine	3,046.36	11,291,506	2,799.50	9,899,433
TV Guide	673.67	10,768,680	542.23	7,760,278
Fortune	1,971.50	10,288,849	1,835.00	9,127,406
Holiday	1,139.15	9,472,537	1,087.08	8,714,777
American Home	563.15	9,208,151	574.70	8,506,895
Family Weekly	509.37	8,663,659	614.26	9,646,093
First 3 Markets Group	441.10	8,456,855	538.15	10,144,875
Woman's Day	480.64	8,179,132	378.39	4,919,588
Parents' Magazine	804.00	8,120,575	758.51	7,186,750
Vogue	1,611.61	7,872,877	1,628.74	7,612,329
Esquire	957.67	7,369,907	902.28	6,778,428
House Beautiful	1,301.95	7,329,028	1,230.24	6,444,912
Seventeen	1,348.34	6,518,396	1,246.06	5,764,823
Progressive Farmer	834.99	6,226,856	843.36	6,231,234
Sunset	1,461.08	5,742,293	1,382.82	5,461,621
Successful Farming	911.07	5,086,345	847.02	4,711,388
True Story	510.05	4,960,240	503.59	4,636,901
True	427.43	4,951,706	392.17	4,165,922
Harper's Bazaar	1,047.81	4,795,069	1,090.82	4,888,319
National Geographic Magazine	490.09	4,577,277	465.82	3,929,484
House & Garden	901.67	4,567,989	806.36	3,663,939
Redbook	393.66	4,566,377	381.34	3,828,975
Living for Young Homemakers	814.09	4,201,785	708.74	3,593,773
Popular Mechanics	1,384.20	4,064,948	1,312.54	3,851,188
Glamour	982.87	3,983,303	870.10	3,395,675
Coronet	525.56	3,862,634	491.19	3,301,482
Popular Science	1,241.39	3,668,171	1,220.53	3,512,427
Mademoiselle	928.70	3,651,439	942.08	3,736,426
Field & Stream	878.83	3,189,012	838.71	2,818,329
Outdoor Life	821.06	3,152,404	787.79	2,749,845
Nation's Business	608.46	2,998,284	523.39	2,465,118
Sports Afield	767.77	2,986,514	699.25	2,425,831
Charm	706.90	2,860,969	809.35	3,217,408
True Story Women's Group	136.33	2,513,155	107.28	1,927,088
Ebony	975.30	2,502,909	850.74	1,815,663
Capper's Farmer	439.08	2,427,798	554.95	3,005,495
Scholastic Magazines	475.83	2,287,111	442.91	2,055,112
Mechanix Illustrated	847.66	2,026,063	806.36	1,711,326
Boys' Life	339.08	2,022,117	320.93	1,676,882
Forbes	664.50	1,938,484	574.10	1,494,739
Argosy	273.16	1,872,545	260.94	1,596,926
Brides' Magazine	697.81	1,857,927	653.58	1,630,423
Town & Country	924.54	1,740,465	807.85	1,516,523
Playboy	312.58	1,576,571	170.89	732,887
Saturday Review	1,050.72	1,574,169	971.03	1,232,717
Dun's Review & Modern Industry	953.82	1,567,328	883.75	1,318,253
Cue	807.69	1,446,714	890.05	1,304,610
Americaa Legion	190.70	1,429,506	164.72	1,214,067
Cosmopolitan	302.40	1,091,928	228.23	804,557
Grit	257.09	1,050,977	223.84	914,404
Flower Grower—Home Garden	537.14	1,015,690	524.21	976,376
Dell Modern Group	129.40	1,010,938	121.10	955,452
Photoplay	214.68	988,634	199.03	865,977
Modern Bride	588.35	969,397	521.40	911,286
Atlantic	449.19	924,535	411.57	685,684
Fawcett Women's Group	137.99	843,939	107.79	646,660
Harper's Magazine	417.09	713,500	374.67	553,652
American Girl	292.37	705,686	309.20	662,387
Modern Romances	186.79	693,225	192.96	654,251
Gourmet	392.35	688,225	376.27	589,655
Science & Mechanics	547.56	625,605	527.64	572,305
True Confessions	141.92	562,571	139.44	552,032
Elks Magazine	168.97	549,616	163.15	522,890
Presbyterian Life	158.20	524,976	142.14	441,067
Harvard Business Review	353.99	314,923	324.12	257,013
Modern Screen	80.91	308,800	74.81	264,107
Reporter	265.98	189,385	134.63	94,734
Motion Picture	43.52	108,817	57.57	131,511
True Romance	56.00	96,107	41.20	76,598
TV Radio Mirror	26.30	59,759	14.71	27,270
Screen Stories	43.69	58,349	46.25	54,024
True Love	55.31	51,537	41.07	41,242
True Experience	54.09	50,569	41.60	41,966
Total	83,127.39	$898,218,610	78,376.37	$810,537,349

Butler Heads Grand Union

Thomas C. Butler, vp and treasurer of Grand Union Co., East Paterson, N. J., food chain, has been elected president of the company to succeed Lansing P. Shield, who died a week ago. The company's directors also elected John E. Raasch, a director, board chairman, and Louis A. Green, also a director, as chairman of the board's executive committee.

Martin to Carter Carburetor

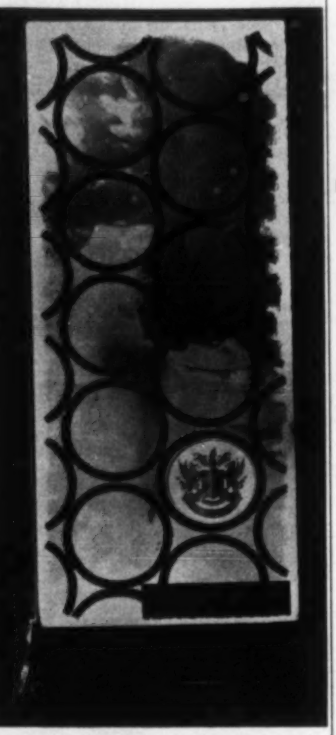
Lyle V. Martin, formerly product promotion manager for the organic division of Monsanto Chemical Co., has joined the Carter carburetor division of ACF Industries as advertising manager.

WERC Promotes Arkalian

Art Arkalian has been promoted from sales manager to general manager of WERC, Erie, Pa., replacing Gene Conrad, who resigned.

Concert Network Moves in N. Y.

The New York office of Concert Network and WNCN (fm), New York, has moved to larger quarters at 11 E. 47th St.



WINNER—*Don L. Baxter Inc., Dallas, won an award for graphic arts excellence from Lee Paper Co., Vicksburg, Mich., for this menu design for the London Club, Sheraton-Dallas Hotel.*

Swirling Paint in Home Aquarium Is Basis of Art Award

DALLAS, Jan. 12—Don L. Baxter Inc., Dallas, won first place award for excellence in graphic arts last month in a nationwide competition sponsored by Lee Paper Co., Vicksburg, Mich.

The winning entry was a menu design for the London Club in the Sheraton-Dallas Hotel. It features full-color treatment with a die-cut cover revealing gold-embossed insignia.

Layout and design were by Bryan Leitch, senior art director at Baxter, with finished art by Bob Carpenter, Dallas artist.

Mr. Leitch's design resulted from experimental work he had done pouring variously colored tempera paint bottles into a home-size, glass-walled aquarium filled with water. He took a series of color photos of the designs formed by paints as they swirled, mingled and flowed in the tank.

■ Mr. Leitch used overlays of various color transparencies he had taken to form the background for the menu cover. Mr. Carpenter completed the finished art, a full-color arrangement of identical circles with the die-cut area.

Padgett Printing Co., Dallas, and Randall Davis, Sheraton-Dallas manager, also won awards for the parts they played in the final production of the winning entry. #

Myers to Maclean-Hunter

Landon W. Myers, who has been with *Air Force Magazine*, *Industrial Maintenance* and *Qualified Contractor* during ten years of space-selling experience, has joined Maclean-Hunter Publishing Corp., Chicago, as Cleveland-based sales representative for *Concrete Products* and *Rock Products*.

Tri-State Gains Two

U. E. Fitzpatrick & Co., Burket, Ind., maker of feed manufacturing plants, has appointed Tri-State Advertising, Warsaw, Ind., to handle its advertising. The agency has also been appointed to handle advertising for Union Tool Corp., Warsaw, maker of woodworking and finishing machinery.

Nielsen Network TV

Two Weeks Ending Dec. 20, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wizard of Oz (Benrus, Whitman Chocolate, CBS)	21,939
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,358
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,423
4	Ed Sullivan Show (Colgate-Palmolive, Kodak, CBS)	17,444
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	16,154
6	Christmas at the Circus (Remington-Rand, CBS)	15,798
7	Once Upon A Christmas (Longines-Wittnauer, NBC)	15,798
8	Professional Football Game—Saturday (Participating, CBS)	14,596
9	77 Sunset Strip (Several sponsors, ABC)	14,196
10	Bob Hope Show (Buick, NBC)	14,018

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wizard of Oz (Benrus, Whitman Chocolate, CBS)	50.5
2	Gunsmoke (Liggett & Myets, Sperry-Rand, CBS)	44.4
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	42.1
4	Ed Sullivan Show (Colgate-Palmolive, Kodak, CBS)	40.2
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	37.0
6	Professional Football Game-Saturday (Participating, CBS)	36.7
7	Christmas at the Circus (Remington-Rand, CBS)	36.6
8	Once Upon A Christmas (Longines-Wittnauer, NBC)	36.1
9	77 Sunset Strip (Several sponsors, ABC)	33.2
10	Perry Mason Show (Several sponsors, CBS)	32.7

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,512
2	Wizard of Oz (Benrus, Whitman Chocolate, CBS)	16,243
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,397
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,863
5	Ed Sullivan Show (Colgate-Palmolive, Kodak, CBS)	13,973
6	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	12,994
7	Christmas at the Circus (Remington-Rand, CBS)	12,905
8	Danny Thomas Show (General Foods, CBS)	12,861
9	Father Knows Best (Lever, Scott Paper, CBS)	12,460
10	Once Upon A Christmas (Longines-Wittnauer, NBC)	12,060

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.4
2	Wizard of Oz (Benrus, Whitman Chocolate, CBS)	37.4
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.2
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.9
5	Ed Sullivan Show (Colgate-Palmolive, Kodak, CBS)	32.2
6	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	29.9
7	Christmas at the Circus (Remington-Rand, CBS)	29.9
8	Danny Thomas Show (General Foods, CBS)	29.5
9	Father Knows Best (Lever, Scott Paper, CBS)	28.6
10	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	27.7

*Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

'59 Business Paper Ad Volume Was Up 3.9%, 'IM' Reports

CHICAGO, Jan. 12—Business publications ended 1959 with advertising volume up 17,381 pages, or 3.9%, according to compilations by *Industrial Marketing*.

Total pages for December were up 6.7% over 1958.

These figures represent the combined volume of 319 business publications reporting monthly to *IM*.

Broken down by major industry groups, the tabulations show the following increases:

Type	Page Gain	% Gain
December		
Industrial	1,320	6.2
Trade	226	6.9
Class	255	8.4
Export	51	5.6
Product News (Units)	219	9.4
Total	2,071	6.7
Full Year 1959		
Industrial	11,870	4.0
Trade	935	1.6
Class	2,534	5.9
Export	155	1.1
Product News (Units)	1,887	6.2
Total	17,381	3.9

■ For the first time, *IM* this year computed percentage volume changes on an industry-by-industry basis.

The electronics industry was leader in pages gained last year over '58, showing a 25.9% increase in combined ad page volume. Publications serving the instruments industry took second place with a 19.3% increase; the aircraft/space vehicles industries group was third with a 17.5% gain. #

Kozlowski to Baker, Johnson

Henry J. Kozlowski, formerly with Compton Advertising, Milwaukee, where he was account executive on Allis-Chalmers, has joined Baker, Johnson & Dickinson, Milwaukee, as an account executive. He will handle consumer durables accounts and work on new business development.

Cooper Named Exec VP

Robert M. Cooper, account executive with Merrill Kremer Inc., Memphis, since 1952 and treasurer of the agency since 1956, has been promoted to exec vp.

Collins to Houghton Labs

James A. Collins, formerly with Batten, Barton, Durstine & Osborn, has joined Houghton Laboratories, Olean, N. Y., as advertising and sales promotion manager.

Smith Named Operating VP

Eric Smith, formerly service manager, has been appointed to the new post of vp of operations of Canadian Car & Bus Advertising Ltd., Montreal.

An Appreciation of Old Crow On Its 125th Anniversary

By ROBERT RUARK

1835 1960

125-YEAR-OLD WHISKY—*This ad, bylined by Author-Columnist Robert Ruark, is the first in a series to be run in 1960 marking Old Crow whisky's 125th anniversary. National Distillers Products Co., New York, will run the ads in newspapers and in Holiday, Life, The New Yorker, The Saturday Evening Post, Sports Illustrated and Time.*

Agency Personnel to Double by 1970, Valenstein Predicts

New York, Jan. 12—Lawrence Valenstein, board chairman of Grey Advertising Agency, predicts advertising agency personnel will double in the next ten years.

Speaking to a group of advertising students last week at Alpha Sigma Delta, national professional advertising fraternity, Mr. Valenstein said that the advertising business is "sometimes exasperating, frequently exacting and always exciting. Ours is a profession that respects talent above all else, because it takes talent to produce great advertising."

In emphasizing the increasing opportunities in all areas of advertising, Mr. Valenstein said that when he entered the field in 1917 there were about 30,000 employed. Today, he estimated, about 150,000 are employed in advertising. Ten years from now, he predicted, there will at least be 300,000 advertising people.

■ Stressing that youth is no handicap in the ad field, Mr. Valenstein said, "What counts is ideas, imagination and initiative."

He listed three other ingredients for success in the field:

"1. Dedication to producing great advertising.

"2. Determination to try new things.

"3. Willingness to make mistakes."

Regarding the '60s, Mr. Valenstein said the next ten years will call for maximum effort to move goods and services "at a pace without parallel in human history." If advertising men perform well, he said, the world will enjoy an unrivaled living standard. But, he noted, "failure could shake the foundations of our society." #

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

'News-Journal' Boosts Two

The *News-Journal*, Mansfield, O., has promoted Donald D. Cram, formerly general ad manager, to special services manager in charge of research, pr and promotion. At the same time, Joseph A. Gentille, who has been on the retail sales staff for the past seven years, has been promoted to general ad manager. He will supervise both national and regional advertising sales.

Lynch & Hart Names Horwitz; Adds Siegfried Account

Rollow Horwitz, formerly with Gene Rison & Associates, St. Louis, and head of his own agency, McMahon-Horwitz Advertising, St. Louis, has joined Lynch & Hart Advertising, St. Louis, as an account executive.

Lynch & Hart has been named to handle advertising for H. Siegfried & Sons, St. Louis manufacturer of Masterbilt slacks for men.

Dixon Heads Tyrex Committee

J. A. Dixon, director and general marketing manager of Courtaulds (Canada) Ltd., Montreal, has been elected chairman of the promotion advisory committee of Tyrex Inc., New York, voluntary non-profit association of Tyrex tire cord producers. Mr. Dixon succeeds George I. Rounds, vp of marketing, Industrial Rayon Corp., Cleveland.

Attention Admen!

fit type
IN SECONDS!

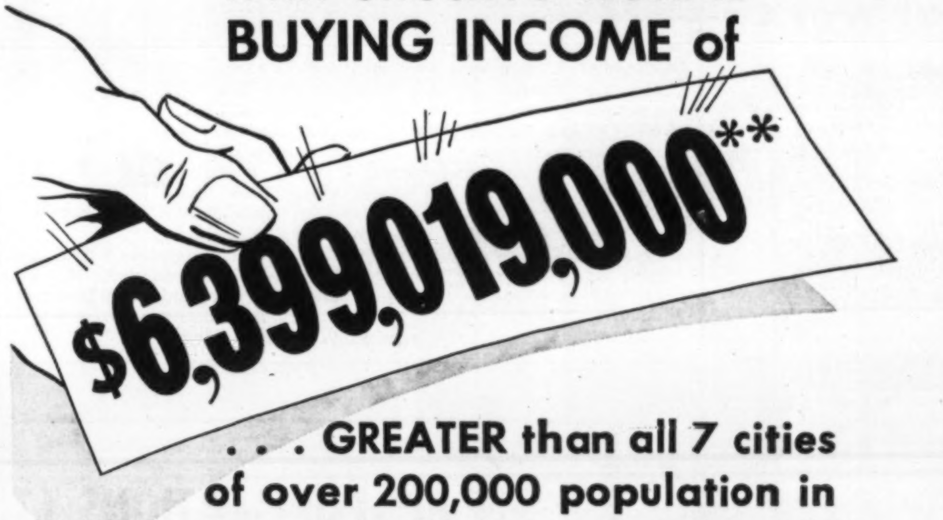
Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.

The Farmer-Stockman provides greatest most effective coverage in

Texhoma-Land*
* RURAL TEXAS AND OKLAHOMA

with effective RURAL BUYING INCOME of



Oklahoma
Texas

. . . GREATER than all 7 cities of over 200,000 population in Texas and Oklahoma combined!

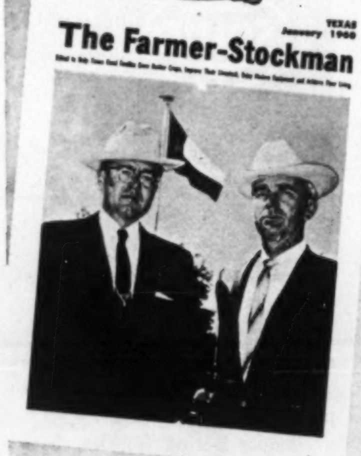
Houston, Texas	$1,786,262,000
Dallas, Texas	1,339,518,000
San Antonio, Texas	783,189,000
Ft. Worth, Texas	742,657,000
Oklahoma City, Oklahoma	553,709,000
Tulsa, Oklahoma	503,386,000
El Paso, Texas	423,908,000
TOTAL	$6,132,629,000

The Farmer-Stockman reaches more Rural Customers in Texhoma-Land* than any other farm publication!

Want most effective, lowest-cost coverage? You get it in the Farmer-Stockman, with separate editing for Texas—and separate editing for Oklahoma. And what's more, The Farmer-Stockman has 49-years leadership in building this depth of readership, reader confidence and vigorous advertising response. Want more? You get it in local advertising flexibility and effective merchandising services. We know you're looking for the greatest, most productive impact possible for your advertising! And that's what The Farmer-Stockman is geared to give you in the BIGGEST Farm Market Area in the U. S.! FOR SPACE RESERVATIONS—or additional data, write, wire or phone your nearest Farmer-Stockman office now!

436,476 Total Paid Subscribers

*Rural Texas and Oklahoma **Sales Management, May 10, 1959



For years—
Edited IN Texas FOR Texans!

OKLAHOMA January 1960
The Farmer-Stockman

For years—
Edited IN Oklahoma FOR Oklahomans!

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

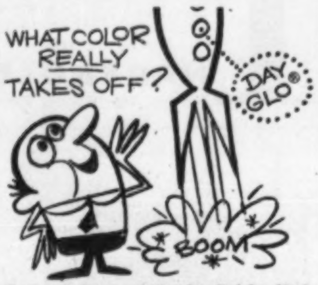
OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

Hasting & Sons Buys 'Lynn Telegram-News'

Hasting & Sons Publishing Co., Lynn, Mass., publisher of the *Lynn Evening Item,* has purchased the *Lynn Telegram-News,* which ceased publication with the Jan. 8 issue. No further editions of the *Telegram-News* Sunday edition will be published.


WHAT COLOR REALLY TAKES OFF?
DAY-GLO®
BOOM

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

Azrock Schedules Drive in Consumer, Business Publications

San Antonio, Jan. 12—In what is described as the biggest campaign in its history, Azrock floor products division of Uvalde Rock Asphalt Co. has enlarged its ad program to cover at least six segments of its market in 1960.

The company said it has expanded consumer advertising to a regular schedule of half-page ads in color in *Better Homes & Gardens, Home Modernizing Guide, House Beautiful, House & Garden's Book of Building, Ladies' Home Journal, Living's New Guide to Home Planning & Remodeling* and *American Home.* Concentration of consumer advertising is geared to spring and fall buying seasons, Azrock said.

In additon to its consumer schedule, Azrock has scheduled ads in architectural, builder, institutional, commercial and trade publications.

YOU'LL LOVE LIVING ON Vina-Lux® FLOORS
AZROCK FLOOR PRODUCTS DIVISION

TILE TIME—*Azrock will use color and bleed ads like this in shelter magazines in 1960 to push its Vina-Lux vinyl asbestos tile. Glenn Advertising, San Antonio, is the agency.*

In the architectural market, the company has set color pages featuring its Vina-Lux asbestos tile in *Architectural Forum, Architectural Record, Journal of American Institute of Architects, Producers' Council Technical Bulletin* and *Progressive Architecture.*

- Color pages also will be used in *Interior Design* and *Interiors,* plus color pages in *American Builder, Building Products, House & Home* and *NAHB Journal of Home Building.*

In the institutional and commercial fields, Azrock ads will appear in *Catholic Property Administration, Chain Store Age, Modern Hospital* and *Overview.* Special catalog ads will run in *American School* and *University & Hospital Purchasing File.*

Glenn Advertising is the agency.

Taft Broadcasting Names Rogers Operations VP

Lawrence H. Rogers II has been named vp in charge of operations of Taft Broadcasting Co., Cincinnati, effective March 1. He will be in supervisory charge of all five Taft tv stations and the four am and fm radio outlets.

L. H. Rogers II

Mr. Rogers since 1955 has been president of the corporation which operates WSAZ and WSAZ-TV, Huntington, W. Va., and also is president of Kanawha Valley Broadcasting Co., owner of WKAZ, Charleston, W. Va.

Lincoln Foods Slates Push

Lincoln Foods, Lawrence, Mass., will use tv, radio and newspapers in New England beginning Jan. 17 for a six-month saturation campaign for its line of fruit juice drinks, home milk shake syrups, ice cream toppings, jellies and preserves. Jerome O'Leary Advertising, Boston, handles the account.

Ziff-Davis Names Two

Robert A. King, former New York ad salesman, has been promoted to midwestern ad manager of *Modern Bride,* Chicago. He succeeds Gilbert Jorgenson, named midwestern manager of *Electronics World.* Both magazines are published by Ziff-Davis Publishing Co.

Clark Brown Names Stuart

Robert E. Stuart has been named manager of the New Orleans office of Clarke Brown Co., southern regional radio and tv representative. Mr. Stuart rejoins Clarke Brown after a five-month period with CBS Television Film Sales, following the resignation of John A. Hicks, who is moving to Dallas.

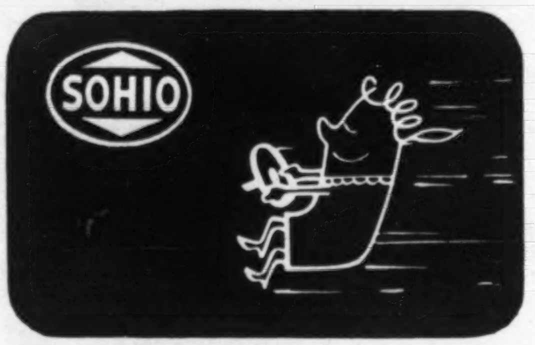
Bogen-Presto Names Gilbert

Bogen-Presto Co., Paramus, N.J., manufacturer of audio equipment, has appointed Jack Gilbert Associates, New York, to handle its advertising. The account was formerly with Friend-Reiss Advertising.

Chemclean to Gravenson

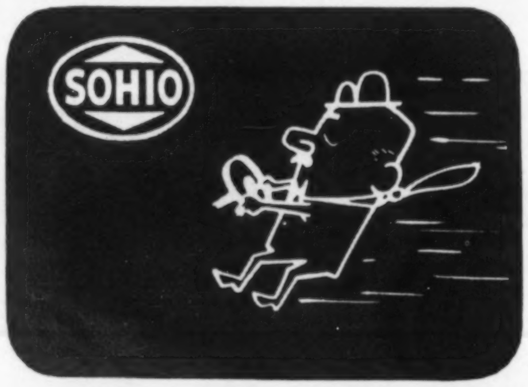
Chemclean Products Corp., College Point, N. Y., maker of chemical specialties for the cleaning and finishing fields, has named Ted Gravenson Inc., New York, to handle its advertising.

"FILM SENSE" at work



Filmack solved another film problem by suggesting cartoon characters "riding" over the baseball telecast.

McCann-Erickson and Standard Oil of Ohio were pleased with these "supers" that entertained, established a friendly feeling for the characters (with voices to match), and the absence of interference with the baseball games.



* Film-sense at work—the happy blending of creative ability, mechanical know-how and a staff ready to tackle your needs and your budget. To learn more about "film-sense," send for your copy of our new booklet explaining Filmack's many approaches to film problems.

FILMACK

TV COMMERCIALS • THEATRE FILMS
INDUSTRIAL MOTION PICTURES • SOUND SLIDEFILMS • SLIDES

1331 S. WABASH AVE., CHICAGO 5, HA 7-3395
630 NINTH AVE., NEW YORK 36, PL 7-0900
(Complete Production Facilities at Both Locations)

"F.P." PUBLICATIONS LTD.

OTTAWA JOURNAL—WINNIPEG FREE PRESS
CALGARY ALBERTAN—LETHBRIDGE HERALD
VICTORIA DAILY TIMES—DAILY COLONIST (VICTORIA)
FREE PRESS WEEKLY PRAIRIE FARMER

CANADA

announce the appointment of

DE CLERQUE • SHANNON

New York—Chicago—Detroit
Cleveland, Atlanta, San Francisco, Los Angeles
AS
UNITED STATES REPRESENTATIVES

F.P. PUBLICATIONS LIMITED

KEY CANADIAN NEWSPAPERS
- OTTAWA JOURNAL
- WINNIPEG FREE PRESS
- CALGARY ALBERTAN
- FREE PRESS WEEKLY PRAIRIE FARMER
- DAILY COLONIST (VICTORIA)
- VICTORIA DAILY TIMES
- LETHBRIDGE HERALD

HEAD OFFICE · FREE PRESS BUILDING · WINNIPEG 2, MAN.

Harper-Atlantic Is Swamped by Billow of Mail Order Success

BOSTON, Jan. 12—Harper-Atlantic Sales ended the old year suffering from "too much success" when readers "over-responded" to a Christmas catalog promotion.

In the November issues of *Harper's Magazine* and the *Atlantic*, the company ran a spread with bound-in postcard inviting readers to send for Christmas catalogs offered by nine retail advertisers. In an office pool, President C. B. Crockett estimated that maybe 6,000 postcards would be returned. In more optimistic mood, sales manager Phillip Du Val prophesied 8,000.

Both proved to be ultra-conservatives: More than 56,570 postcards flooded in, causing considerable consternation as the demand quickly exceeded the catalog supply. Soon several of the stores began sending out emergency mailings; all had to send cards saying they'd run out of catalogs but would send one along when reprints came in.

■ The company originally had budgeted $1,000 to process the catalogs, but ended up spending more than $10,000. At first the company hired five extra girls to handle the catalogs in the office, but it soon had to shift these operations to an outside mailing house.

The promotion was the result of the company's renewed interest in retail advertisers. Neither magazine had carried much retail advertising since the late 1930s; before that each had carried a significant amount of retail linage.

■ This year the sales department decided that the two magazines could become "kind of an extension of *The New Yorker*" and the sales staff went after 35 "quality" retailers. Nine were signed up: Abercrombie & Fitch; Steuben Glass; George Jensen; J. Press; F. A. O. Schwarz; Mark Cross, and Thaibok Fabrics, all of New York; Shreve, Crump & Low Co., Boston; and J. E. Caldwell & Co., Philadelphia.

These nine were then featured in the catalog offer. The postcard returns represented 12% of the magazines' combined 479,000 circulation (not figuring in the estimated circulation overlap of 8%-9%). #

Eastman Promotes Four; Bassett Resigns as VP

Richard C. Arbuckle, midwestern sales manager of Robert E. Eastman & Co., New York, radio station representative, has been elevated from vp to exec vp. George Dubinetz, a member of the Chicago sales staff, has been named vp.

Mort Bassett has resigned as vp and New York manager, effective Jan. 15; he has not announced his future plans. Taking over Mr. Bassett's duties will be Joseph P. Cuff, previously a New York account executive, who was named eastern sales manager. James H. Fuller, formerly an account executive in New York, has been named to the new post of director of creative sales. WXLW, Indianapolis, formerly handled by John E. Pearson Co., has named Eastman to represent it nationally.

H-R Names Friedman, Herbert

Max Friedman, formerly an account executive at H-R Representatives, New York, has been named to the new post of eastern sales manager of the radio representative. Jack Herbert, formerly with *McCall's*, has joined H-R's radio sales staff.

Mutual Signs Two Sponsors; Names Three; Adds Three

Monroe Auto Equipment Co., Monroe, Mich. (Aitkin-Kynett Co.), will sponsor a morning five-minute news-and-sports feature with Bill Stern, Monday through Friday, on Mutual Broadcasting System. Mutual also has signed Acousticon International division of Dictograph Products (through Wexton Co.) to sponsor a week-night news feature, "Sound & Sense of the News," starting Jan. 25. The newscast will feature George Hamilton Combs, former head of Radio Press International, who is joining the network.

Harold M. Wagner has rejoined Mutual as manager of station services, replacing Ray Diaz, who was named director of sales development. B. P. Timothy, former owner of KMBY, Monterrey, Cal., has left retirement to join Mutual as an account executive in Chicago. Three former independent stations have affiliated with Mutual. They are WORL, Boston; WTWN, St. Johnsbury, Vt., and WIKE, Newport, Vt. KOBY, San Francisco, which joined the network in August, will go independent May 4.

EWRR Boosts David, DiJoseph

Robert David, who joined Erwin Wasey, Ruthrauff & Ryan last year as account executive on Dutch Masters cigars, has been promoted to vp and account supervisor. Louis R. DiJoseph, who heads EWRR's art department, also has been elected a vp.

Egan Joins DDB

John Egan, formerly vp and assistant to Lewis H. Titterton, director of tv-radio programming at Compton Advertising, has been named to the new post of director of tv and radio programming at Doyle Dane Bernbach Inc., New York.

Autolite Names Price

Electric Autolite Co., Toledo, has named Robert Price merchandising manager for Rebat and Prest-O-Lite auto batteries. He will retain his duties as merchandising manager of Autolite battery sales.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

top acceptance*

*

more listeners
than all other stations combined

Right at your fingertips...top acceptance with WCCO Radio delivering more listeners than all other Minneapolis-St. Paul stations combined!

Top coverage with 1,022,610 radio families in 114 basic area counties at lowest cost per thousand . . . less than half the average of all other Twin Cities stations. The right buy right now . . . right at your fingertips.

lowest cost* per thousand

WCCO RADIO
Minneapolis • St. Paul

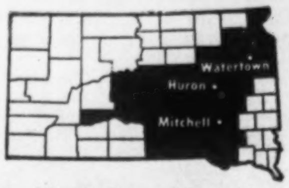
The Northwest's Only 50,000 Watt 1-A Clear Channel Station.
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, January-August, 1959 — Station Total, 6 AM-Midnight, 7 day week.

Walsh Gets BNA

The Business Newspapers Assn. of Canada has named Walsh Advertising Co., Toronto, to handle its account. Albert Jarvis Ltd. handled the business previously. A number of agencies had been invited to solicit the account.

36% of SOUTH DAKOTA'S
SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

Stone Joins Robert Lawrence

Louise N. Stone, formerly production supervisor of Mort Green and Green-Foster Productions, has been appointed director of sales of Robert Lawrence Animation, New York.

KELO-TV Names Rex King

Rex King, formerly regional sales manager of WSTV, Steubenville, O., has been appointed general sales manager of KELO-TV, Sioux Falls, S. D.

Wheelco Names Hollingsworth

Wheelco instruments division of Barber-Colman Co., Rockford, Ill., has named E. R. Hollingsworth & Associates, Rockford, as its agency, succeeding Howard H. Monk & Associates.

Tide's Ebb and Flow Will Judge Dole's Contest

ON THE BEACH—*Look what the waves may bring in . . . not Ululani Davenport, of course, but a Dole treasure bottle containing the name of the first-prize winner in Dole's new Treasure Bottle sweepstakes promotion which starts in February.*

SAN JOSE, Jan. 12—A "treasure bottle," floating ashore from the Pacific Ocean onto a Hawaiian beach, will bring $10,000 cash and a luxury vacation to the winner of a new Treasure Bottle sweepstakes promotion just announced by Dole Hawaiian Pineapple Co.

In all, 5,560 prizes totaling $60,000 will be given to entrants in Dole's spring promotion, beginning in February and ending April 15.

J. R. ten Bosch, Dole's director of merchandising, explains the sweepstakes as "the simplest way of winning." Consumers will send their names and addresses to Reuben H. Donnelley Corp., which will judge the sweepstakes.

- The first 10 names drawn by the judges will be sealed in bottles, which will be dropped into the Pacific off the coast of Hawaii by "bonded representatives" of Donnelley.

- The first bottle washed ashore will contain the name of the grand prize winner, who will win $10,000 plus a first-class two-week Hawaiian vacation for two. Names in the remaining nine bottles will receive second prizes of $1,000 each.

In addition, there will be 50 third prizes of $100 each, 500 fourth prizes of a hand-made Hawaiian ukulele and 5,000 fifth prizes of the Decca recording of "The Magic Islands."

- Dole is backing the promotion with advertising prepared by Foote, Cone & Belding, San Francisco, under the direction of Hal F. Griswold, Dole ad director.

Full-color pages have been scheduled in the Feb. 13 issue of *The Saturday Evening Post*, the February issue of *Everywoman's Family Circle* and the March *Woman's Day*.

Full-color, 1,000-line ads will also appear in *Sunday* Feb. 21 and in 59 independent comics sections Feb. 28 and *Puck—The Comic Weekly* March 13.

Dole's point of sale packages will include color banners, wire hangers, end-of-island display piece entry blank holders and stack cards. #

Enloe Gets Junket

Salada-Shirriff-Horsey, Woburn, Mass., has appointed Cortez F. Enloe Inc., New York, to handle advertising of Junket Rennet powder and tablets to the medical profession. Noyes & Sproul is the previous agency.

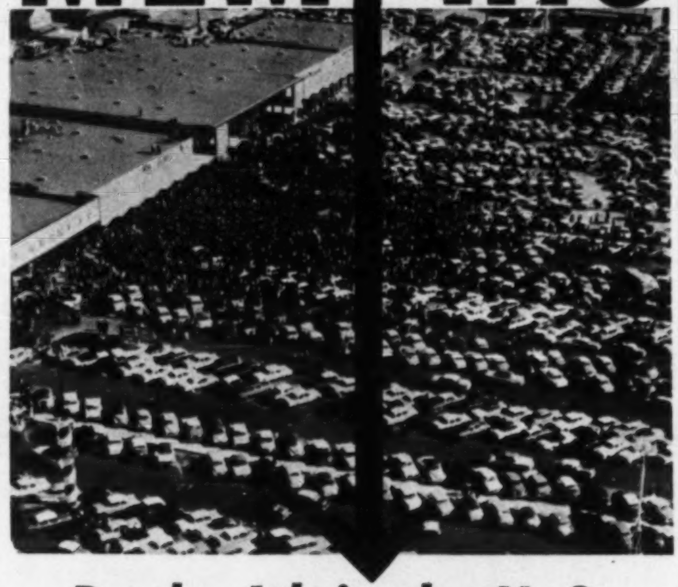
Continental Boosts Chatfield

Richard A. Chatfield, formerly assistant director of advertising and editor of publications, has been named director of sales promotion of Continental Assurance Co., Chicago.

Broadcast Time Adds Two

WAYE, Baltimore, and KBUZ, Phoenix, have named Broadcast Time Sales their national representative. WAYE formerly was handled by John E. Pearson Co.; KBUZ by Adam Young Inc.

MEMPHIS



*Ranks 6th in the U. S. In General Merchandise Sales Per Household**

**At $891 per household Memphis general merchandise sales rank ahead of:*

Houston	$858
Dallas	$855
Chicago	$836
New Orleans	$694
Louisville	$507

—Sales Management "Survey of Buying Power," 1959

In prosperous Memphis, you don't have to go downtown to find eager buying crowds like this. There are responsive buying centers in the 60 major towns throughout the Mid-South where The Commercial Appeal and Memphis Press-Scimitar have hometown acceptance. You reach them all with the Mid-South's one great newspaper combination.

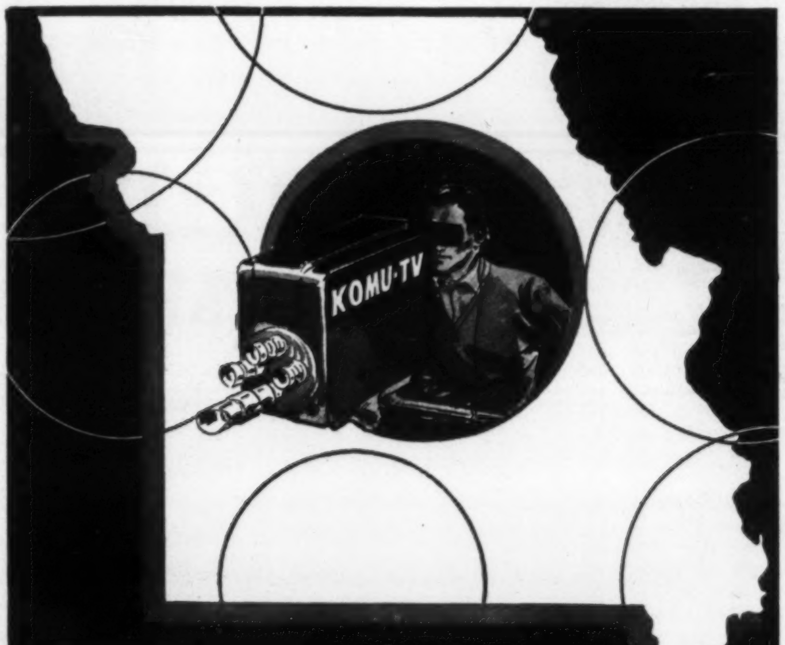
WRITE FOR NEW MARKET BROCHURE

TOTAL Memphis Market over 2,500,000 population

MO
TENN
ARK
MISS

The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



KOMU-TV serves the whole of Mid-Missouri

The 500,000 consumers in the heart of Missouri constitute a rich "island" market that cannot be reached by TV from Kansas City, St. Louis or other bordering towns. Only a Mid-Missouri TV station can give you full coverage of this *whole* market. If your product is distributed in Mid-Missouri (and most national products are), give it the best possible TV support in this important 28-county area—including such cities as Jefferson City, Mexico, Moberly, Rolla and Sedalia—buy KOMU-TV, Columbia.

FACTS ABOUT THE MID-MISSOURI "ISLAND" MARKET

Population	507,700
Families	156,400
TV Households	125,800
Retail Sales	$529,691,000
Effective Buying Power	$752,144,000

NBC & ABC AFFILIATION
REPRESENTED BY H-R

KOMU-TV
CHANNEL 8
Columbia, Missouri

Seagram Acquires Leroux Line of Liqueurs, Cordials

NEW YORK, Jan. 12—Joseph E. Seagram & Sons, U.S. holding company for Canadian-based Distillers Corp.-Seagrams Ltd., has purchased Leroux & Co., Philadelphia maker of cordials and liqueurs. Terms of the transaction were not disclosed.

Andre Leroux, president of the Philadelphia company, told ADVERTISING AGE that the Leroux organization will be run as an independent subsidiary of Seagram. No personnel or advertising agency changes will be made, Mr. Leroux said. Leroux's agency is J. M. Korn & Co., Philadelphia.

Currently Leroux's advertising budget is $50,000, Mr. Leroux said, and the company has just launched an outdoor advertising campaign to promote its cordials in Pennsylvania (AA, Jan. 11). The company probably will expand its advertising later this year, Mr. Leroux said. Formerly, it used newspapers and magazines, and it may resume their use later this year.

- Leroux sells about 150,000 cases of distilled spirits annually. About 85,000 cases of the total are sold in monopoly states, largely Pennsylvania, which takes an estimated 60,000 cases of the total. The company's major brand is Nikolai vodka, which trade sources estimate represents about half of its total business. Figaro rum and Leroux grape brandy reportedly account for 750 and 1,000 cases per year respectively. The remainder is liqueurs and cordials. In all, the company distributes 56 items.

Eventually, trade sources believe, the Leroux line probably will be incorporated with Seagram's general wine and spirits division to round out the Seagram line of cordials and liqueurs. #

General Mills to Launch Coupon Cash Refund Drive

General Mills will offer a 50¢ cash coupon refund on five different dessert categories. Five refund coupons, each valued at 10¢, will be found inside every package of Betty Crocker "Country Kitchen" cake mix and are good on all flavors of cake mix, pudding cake mix, angel food cake mix, chiffon cake mix and Boston cream pie. To refund the coupons for cash value, the consumer mails the coupon and the box bottom from the package directly to General Mills. Television advertising will back the promotion.

Hohmann to CBS-TV Spot

William Hohmann, formerly director of sales promotion and advertising at WBBM-TV, Chicago, has been named director of sales promotion and research of CBS-TV Spot Sales, New York, station representative. He succeeds W. Thomas Dawson, who has been named vp in charge of advertising and promotion of CBS Radio. Virgil Mitchell, director of information services at WBBM-TV, has assumed Mr. Hohmann's former duties as director of sales promotion and advertising.

Japan Broadcasters Publish

The National Assn. of Commercial Broadcasters in Japan, Tokyo, has published its 1959-'60 handbook, "Commercial Radio & Television Broadcasting in Japan." Included in the book is information on the history of the organization and a directory of member companies. Additional information is available from the National Assn. of Commercial Broadcasters in Japan, 8-7 Ginza-Nishi, Chuo-ku, Tokyo.

Standard Bus Ads Sought

The vehicle display committee of the National Assn. of Transportation Advertising, New York, has recommended that all transit advertising operators adopt the 11x42" front end ad space for all buses. Standardizing the front end bus ad spaces will help national and regional advertisers by allowing them to place the same size ad in as many cities as they want to buy, Harold B. Mers, NATA president, said.

Appleton Coated to Wemple

Appleton Coated Paper Co., Appleton, Wis., has appointed Jack C. Wemple Advertising, Green Bay, to handle advertising for its complete line of coated papers for the printing industry. Wemple has handled advertising for the coated paper specialties for the past four years. Geer-Murray Advertising, Oshkosh, is the previous agency for printing papers.

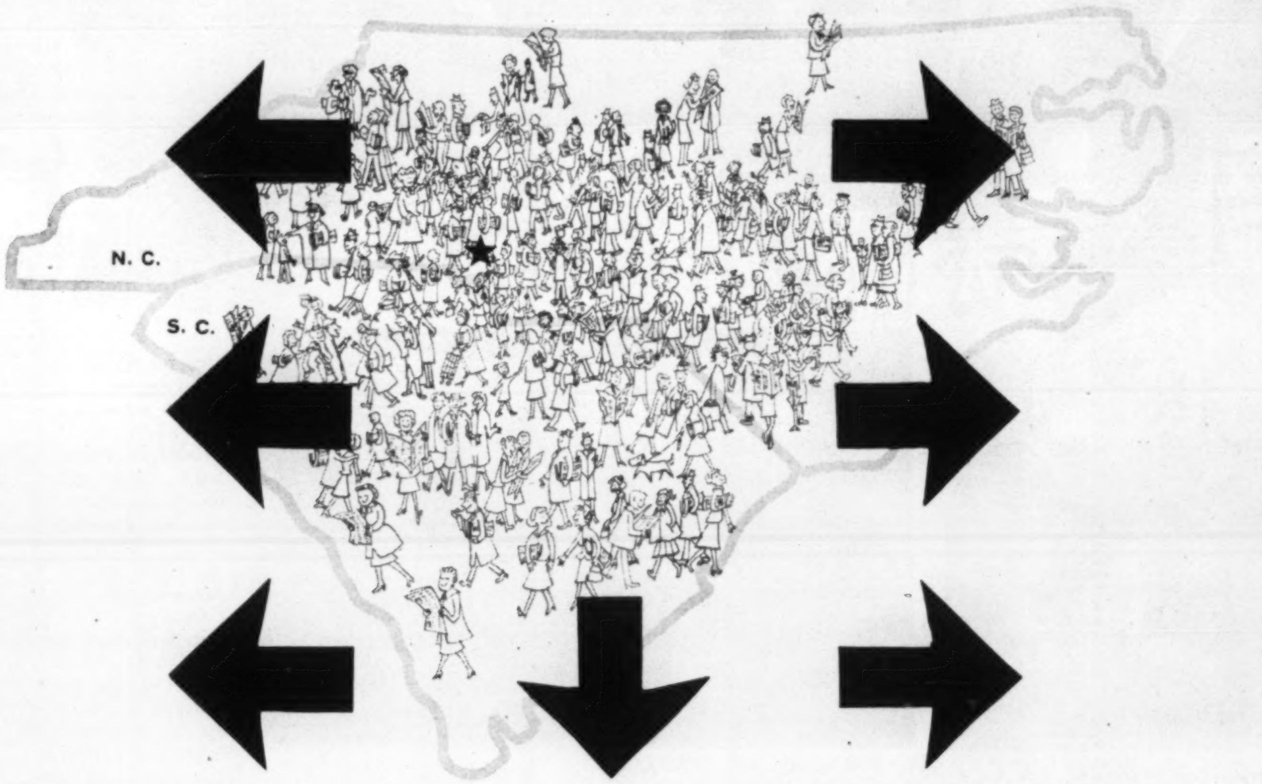
OFF CAMERA with MIKE MAY

Mike May, veteran WSBT-TV personality, is seen daily (4:00-5:00 P.M.) on "Popeye Theater". It's the most popular children's show in the South Bend market . . . outrates combined area stations 2 to 1 in this time slot. Get details of remaining availabilities on "Popeye Theater" from Raymer's or WSBT-TV.

Channel 22
WSBT-TV

This announcer's view of the South Bend, Indiana, TV market: Christmas sales up 5% to 7% over 1958. Food retailers report especially heavy trading. South Bend area looking forward to 60's with optimism. Everywhere evidence of vigorous growth . . . new homes, schools, supermarkets, shopping centers. Per household incomes are high and steady; rank 15th nationally. This isn't a coming market—it's already arrived. Don't miss it . . . cover it completely with WSBT-TV, the dominant station in the 14-county South Bend market. Recommend you check our availability list with Raymer's or the station.

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS
South Bend, Indiana • Channel 22
Ask Paul H. Raymer • National Representative



BIGGEST IN THE CAROLINAS—AND THEN SOME!

The Zone of Influence* of The Charlotte Observer - The Charlotte News, a single media buy, represents a market *seven times* the size of Metropolitan Charlotte itself: a 39-county area with total population of almost 2 million and annual retail sales of more than $1½ billion.†

All of which establishes The Charlotte Observer - The Charlotte News as a newspaper purchase of *national* importance . . . biggest in the Carolinas—and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy greater circulation.

*Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

†1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

A TOP TEN BRANDS MARKET

Charlotte, N. C. · Daily Circulation over 222,000

Represented by
The Katz Agency, Inc.
Newspaper Division

1
will get you
7

PHOTOGRAPHIC REVIEW OF THE WEEK

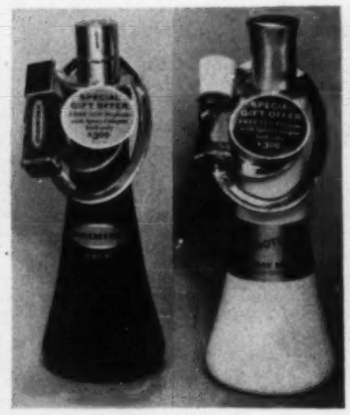
Kim Sherman Robin Sherman

Olsen Jordan Carey Sherman

ARTISTS—*Sitting with some of the winners in Hixson & Jorgensen's annual children's art contest is Paul Jordan, exec vp and manager of the agency, and chief judge of the contest. This year's contest revolved around the theme of holidays in Hawaii and Alaska, the 50th and 49th states, as visualized by the children. Shown here with their pictures are Carey, Kim and Robin Sherman, daughters of Art Sherman, senior art director of the agency, and Christine Olsen, daughter of Fred Olsen, media director.*

Mason MacDonald Donohue Wernecke Reynolds

NEW OFFICERS—*New officers for the Agate Club of Chicago are M. A. Donohue, Reader's Digest, president; M. R. MacDonald Jr., McCall Corp., vp; Barrett K. Mason, Life, secretary; John E. Reynolds, U. S. News & World Report, assistant secretary, and Orin S. Wernecke, Curtis Publishing Co., treasurer.*



OFFER—*Max Factor Inc., Los Angeles, is offering a dram-size bottle of perfume free with its 3-oz. $3 sizes of Hypnotique and Primitif fragrances. The offer will be backed by newspaper ads and tv spots during April and May.*

R. Fawcett Boynton G. W. Fawcett

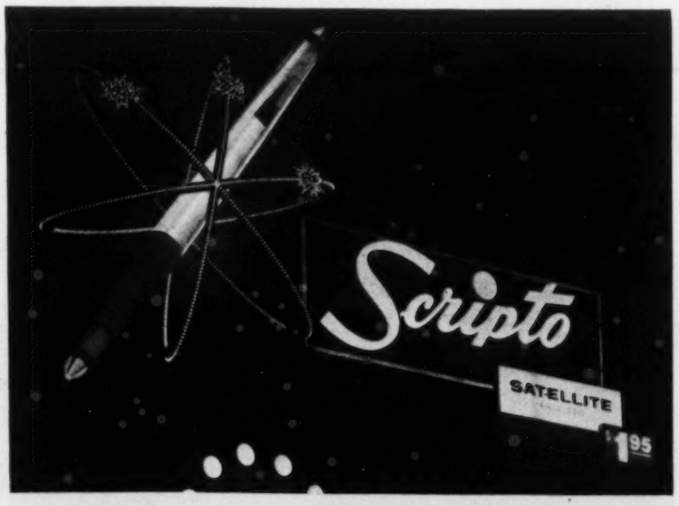
THEY KNEW—*To add some extra spice to its four-day sales meeting, Fawcett Publications Inc. kept the location of the conference secret from its sales staff. Here three top Fawcett execs, Roger Fawcett, general manager; James B. Boynton, vp and ad manager; and Gordon W. Fawcett, secretary-treasurer, smile knowingly before departing for what turned out to be Puerto Rico (Story on Page 84).*

INTERNATIONAL
PRINTING WEEK
January 17-23, 1960

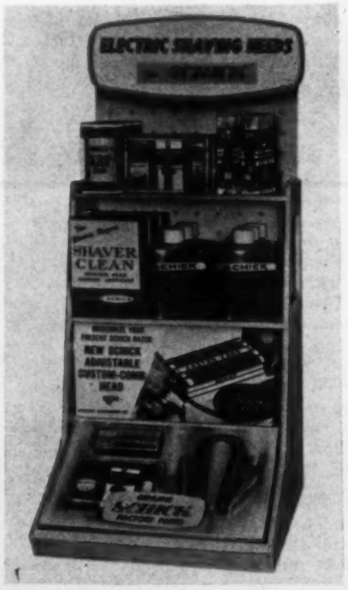
STOP THE PRESSES—*You may or may not be interested in International Printing Week, but we'll bet lovely Sue Christian of Foote, Cone & Belding's Chicago office has your full attention. The poster Sue is holding is being distributed to Chicago agencies by the Advertising Agency Production Men's Club of Chicago.*

Kelly Murphy Cummings

GRIDDERS ALL—*Barton A. Cummings, president of Compton Advertising, receives a silver anniversary All America Award from Arthur Murphy, publisher of Sports Illustrated, while agency vp James Kelly observes. Trophy winners were selected from the ranks of former college football stars of 25 years ago who have since made their tds in other fields. Mr. Cummings was a University of Illinois end. Mr. Kelly, who won a trophy a year ago, was captain of the Swarthmore College team.*



IN ORBIT—*A spectacular reproduction of Scripto's Golden Satellite ballpoint pen dominates the half-block-long animated sign perched across the tops of four buildings five stories above Broadway and 46th St. in New York. The 55' pen is longer than the Viking 14 rocket. The futuristic design is accented by three sets of animated orbits, each of which encircles the pen in criss-cross patterns. The sign was put up by Douglas Leigh Inc.*



ASSORTMENT—*Schick Inc. is introducing three new products—a three-way adjustable replacement shaving head, a new formula shaving powder stick and a shaver cleaner-lubricant—all of which fit neatly into this self-service display.*

Agency's Inventory Is People; Handle With Care: Needham

CHICAGO, Jan. 12—"The only inventory of any importance an advertising agency has is people. You constantly have to pay attention to them."

This advice from a personnel director was given to the admen's American Legion Chicago Post 170 yesterday. Richard H. Needham, vp and personnel director of Needham, Louis & Brorby, added: "Each night your inventory—otherwise known as people—gets in the elevator, boards the commuter train and heads for the suburbs.

"Let's be sure that the inventory gets back on the elevator the next morning and returns to work. Because in our business if it doesn't come back, you haven't much left to show for your efforts, other than dusty typewriters and a shrinking list of accounts."

■ Mr. Needham warned that "one of the worst mistakes an agency can make is to let a supervisor hire his assistant without expert counsel. After all, the supervisor may be a great advertising expert, but a third-rate personnel man. In our business, hiring should be the most deliberate, painstaking and thoughtful procedure of them all."

He also took note of a "home team" and a "visiting team" in agencies.

"Every agency has a hard inner core of people who consider themselves a permanent part of the organization, in bad times and good. The visiting team is composed of transients—people whose loyalty can be expressed only in terms of the character of digits in their paycheck.

"It seems to me a personnel man worth his salt can play a constructive role in this home team-visiting team situation," Mr. Needham said. "He may be able to get a few of the visitors to change from grey uniforms to white ones. And sound hiring practices may attract more people who are members of the home team from the first day they join the payroll."

Six Tie-in with Debbie

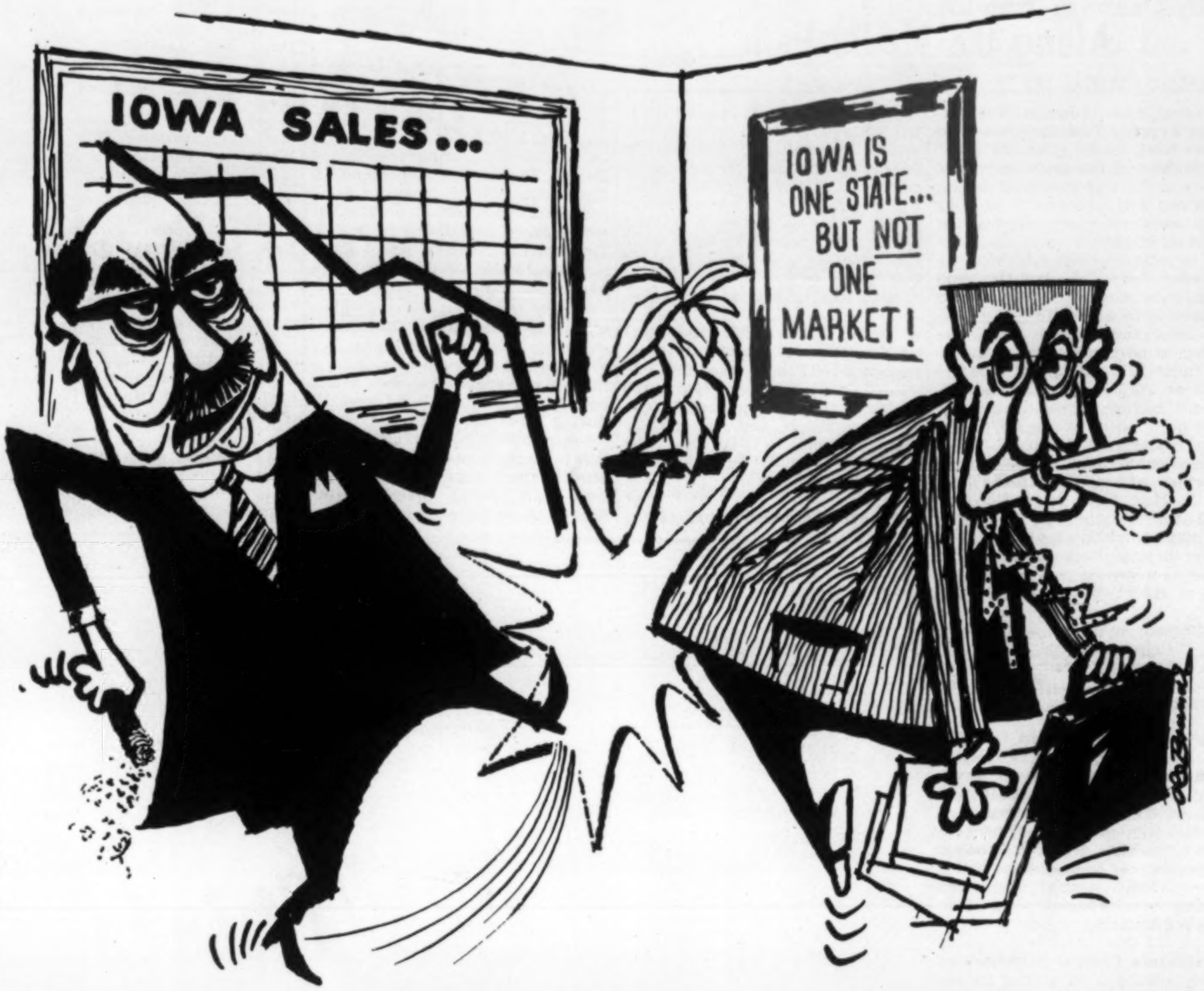
Debbie Reynolds Fashions has been launched by six cooperating manufacturers with a six-page four-color ad in the March *Seventeen*. At the retail level, the campaign will be merchandised in 100 department stores. The various items promoted are coordinated under the theme, "Studio interview with Debbie Reynolds." Participating are Coro jewelry, Gossard foundations, Jolee raincoats and carcoats, Kayser-Roth hosiery, Lady Berkleigh sleepwear and Tailored Junior dresses. A second promotion built around the movie star is planned for later in the year.

Shulton Opens Research Labs

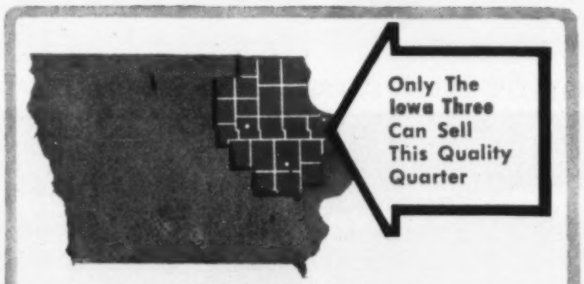
Two toiletries research laboratories to further development of new products for domestic and overseas markets have been formed by Shulton Inc., New York. Robert L. Goldemberg, formerly associate director of toiletries research, has been named director of toiletries research for the domestic market. Heinz J. Eiermann, also associate director, toiletries research, has been appointed director of research for the international division.

Martinson's to Launch Push

Martinson's Coffee, New York, will launch a "15¢ off-label" campaign for its Jomar instant coffee (5 oz. size) on Feb. 1. The promotion will be backed by 131 tv spots, outdoor advertising and newspaper advertising. Al Paul Lefton Co. is the agency.


IOWA SALES...
IOWA IS ONE STATE... BUT NOT ONE MARKET!

"My next ad manager will know that without the Iowa Three we miss over 25% of the market."



QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs daily.

A. *Each* of the Iowa Three group newspapers alone carries *more* total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and the Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

Along the Media Path

Ladies' Home **Journal**, **The Saturday Evening Post**, and **American Home** have leased space 20' sq. in the middle of the main concourse of Grand Central Terminal in New York and will alternate in erecting giant exhibits there during the first half of 1960.

• **Radio Corp. of America** will consolidate most of its Washington operations in a new 13-story glass and aluminum office building expected to be completed in March. The new RCA Bldg. will be located at 1725 K Street, Washington.

• In cooperation with the U.S. State Department, thousands of messages of goodwill and cheer for the New Year were delivered from the children of southwest Louisiana to children of the Soviet Union through Radio Moscow as a result of a public service origination of **KLFY-TV**, Lafayette, La.

• Effective with the January issue, the international edition of **Quick Frozen Foods** will include stories in English, French and German.

• A round-trip for two to Spain and Portugal, plus a week's stay at the Madrid Hilton is being offered as first prize in a **KBIG**, Los Angeles, Cal., promotion based on the station's program, "Listener's Choice," which features medleys of three tunes whose titles tell a story when strung together. Awards will be based on the funniest combination.

• **California Federal Savings** used a new approach in giving its annual report by publishing it as a 16-page rotogravure section, which was inserted in the Jan. 3 editions of the *Los Angeles Times* and *Examiner*.

• Effective with the January issue, **Clip/File** changed its name to *Electronic Products Magazine*. The name was chosen from among more than 200 different names submitted in a rename-the-publication contest sponsored by the publisher. Submitter of the winning name won an expense-paid weekend trip for two to Las Vegas with accommodations at the Sands Hotel, plus $100 to "live it up."

• **Longview News** and **Morning Journal** published on Jan. 1, a 500-page East Texas Industrial Progress edition which the publisher termed the largest single newspaper edition ever published in Texas.

• A test your imagination radio personality advertising promotion was recently conducted by **WBZ**, Boston. Teaser ads advising readers to "watch these dots" and "test your imagination" appeared in two metropolitan Boston daily newspapers and in area dailies. Following the teaser ads, page-size personality ads appeared in the Boston newspapers. The following week, WBZ mailed a reprint of the page ad to 8,000 national clients, local clients and agencies.

• Within hours after the steel strike settlement, **Family Weekly**, reopened its Feb. 14 issue and extended its deadlines for remaining issues in the first quarter to enable appliance and automobile manufacturers to step up their marketing and merchandising plans.

• **Product Engineering** has established the "Awards for Achievement in Product Development," which will recognize the contributions of individuals as well as the group effort of which they are a part, in the field of product engineering. Entries for this year's competition must be received by midnight Feb. 29, and winners will be announced during the annual Design Engineering Conference & Exhibition, which generally takes place in April or May. Further information is available from E. J. Tangerman, editor, *Product Engineering*, 330 W. 42nd St., New York 36.

• **Mill by the Stream Publishers** introduced its new *Century Gazette* Jan. 9. The *Gazette*, a fortnightly newspaper, reprints actual accounts of life in U.S. as reported during the corresponding two-week period a century ago. While it is not accepting paid advertising at this time, eventually the *Gazette* will accept advertisements that meet one of two requirements: The advertiser must have been in business 100 years ago, or products advertised must be at least 100 years old (antiques, heirlooms, etc.). Charter subscription rates are $4 for one year and $9 for three years, with 26 issues published annually. Additional information is available from Herbert Weinberg, director of publicity, Mill by the Stream Publishers, Old Mill, Morrison, Ill.

• The European edition of the **New York Herald Tribune** will publish a tabloid supplement, "Visit the U.S.A. in 1960," to focus attention of its readers on the cities and vacation lands of the U.S.A. The supplement will have a distribution of 65,000 throughout Europe, Africa and the Middle East with additional thousands sent to Latin America.

• **TV Guide** will give television viewers their first chance to nominate their favorite stars and programs in seven categories in its nationwide *TV Guide* Award voting when ballots are published in its Feb. 6 issue. Voting will be based on shows seen between Sept. 1, 1959 and Feb. 1, 1960. A final ballot in the magazine's March 12 issue will list five nominees in each category as determined by the results of the first ballot. Winners will be announced on the "*TV Guide* Award" show (NBC-TV) March 25.

• **Detroit News** will sponsor a series of five advertising clinics for Detroit newspaper advertisers and agency officials beginning Jan. 26 and lasting through Feb. 1. Clyde Bedell, advertising consultant, will conduct the series.

• Call reports, providing blanks for information on the date, medium, account, address, product, persons contacted and comments, are available to media representatives visiting the **Biddle Co.**, Bloomington. A pad of the call reports is kept on a desk provided

BACON KNOWS
MAGAZINES!

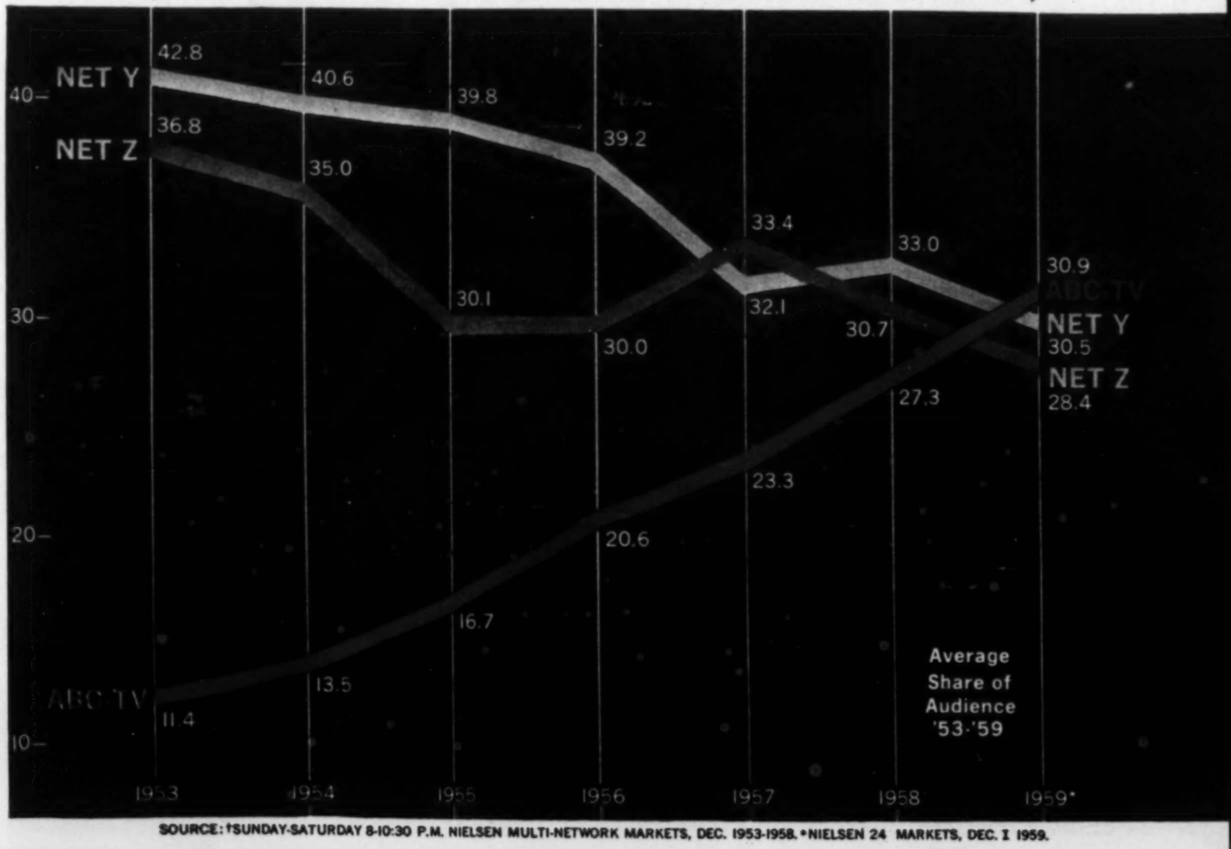
We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

This is
cultural democracy
in action:

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50s)



SOURCE: †SUNDAY-SATURDAY 8-10:30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. *NIELSEN 24 MARKETS, DEC. I 1959.

for representatives.

- **Department of New Laurels:**

Playboy reports an increase of more than 100,000 in average net paid circulation for the last six months of 1959 which totals 991,800 over the same period in 1958.

An increase of 9.7% in advertising linage in 1959 over the previous year has been reported by **Flying.**

Advertising revenue increased $4,518,000 in 1959 over 1958, **Look** reported. Total revenue for 1959 was $47,612,000.

Business Week shows an 8.56% increase in advertising pages in 1959, which totaled 4,819 for the year.

American Exporter Publications reported an over-all advertising income of $1,663,000 in 1959, the highest in its history.

An increase of 12% in advertising revenue has been reported by **Farm Journal** for 1959 over the previous year. Revenues in 1959 totaled $12,283,183.

U.S. News & World Report shows an increase of 216 advertising pages and record ad revenue of $18,400,000 in 1959.

An increase of $4,500,000 in advertising revenue, raising the total to $46,000,000, has been reported by **Time** for 1959 over the preceding year.

Gentlemen's Quarterly recorded a 36.5% advertising revenue gain for 1959 over 1958, and an 18.9% circulation increase over the same period.

Advertising income showed an increase of 21.7% in 1959 over the preceding year, **Building Products** reported.

TV Guide showed a 39% increase in advertising revenue in 1959 over 1958. Revenue in 1959 totaled $10,768,680.

An increase of 41% in advertising pages, which totaled 4,820, has been reported by **Electronic Design** for 1959 over the preceding year.

Chicago Sun-Times recorded an increase of 1,750,000 lines in advertising in 1959 over the previous year. Total linage was 23,650,000.

Janesville Gazette reports that its annual progress edition contained 90 pages, four sections. The Wisconsin daily's special edition carried 109,130 lines of local display advertising, 7,812 lines of national copy and 22,488 of classified." #

Industrial Publishing Boosts 2

Robert D. Shattuck, formerly midwestern district manager, and Allan Morris, executive editor of *Applied Hydraulics & Pneumatics*, published by Industrial Publishing Corp., Cleveland, have been named business manager and editor, respectively. The former is a new position.

Chiefetz Joins Hickerson

Dan Cheifetz, formerly with Lawrence Fertig & Co., New York, has joined the copy staff of J. M. Hickerson Inc., New York.

Guaranteed To Grow!
FERRY'S SEEDS

GUARANTEED—*Ferry-Morse Seed Co., Fulton, Ky., will run a series of color pages like this one in The Saturday Evening Post, starting in the Feb. 20 issue. Brooke, Smith, French & Dorrance, Detroit, is the agency.*

Admen, Media Talk of Creativity; Don't Show It: Stephenson

(Continued from Page 3)

interesting than it presently is. The handling of commercials leaves much to be desired. Multiple spotting is rife.

▪ "In the newspaper field, little has been done in recent years to enhance the selling value of this medium. It remains lethargic and, more often than not, arrogantly unmindful of the advertiser's problems."

The agency executive traced the slide to mediocrity back to the "Rooseveltian" era. "In the '30s, the government assumed the responsibilities of the individual. People were told, in effect, that it was foolish to work hard; individual initiative was frowned upon, conformity rewarded."

He said such philosophies have led to a "seeming victory of negative thinking; the triumph . . . of a predatory philosophy which confuses might with right, and dollars with achievement, and which, therefore, stultifies progress. When man places material gain above principle, he becomes intellectually flabby; he loses his power to think creatively.

▪ "The marketing world needs more dedicated people," Mr. Stephenson said. "It needs more advertisers who have the guts to depart from the footworn path trod by their competitors. It needs more agency men capable of creative thinking. And it needs more media people who subscribe to a philosophy of achievement rather than the shopworn dogma of 'you scratch my back, and I'll scratch yours'." #

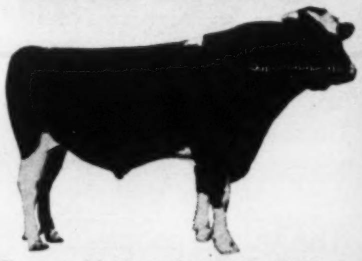
Lady Manhattan Names Two

James E. O'Shields, general manager of the Lady Manhattan division, Manhattan Shirt Co., has been elected a vp. George Kirsch, formerly assistant to Mr. O'Shields in merchandising, has been appointed merchandise manager of the Lady Manhattan division, a new post.

Schenley Readies New Gin

Schenley Industries is readying a new product, reportedly an imported gin, to be introduced late in January.

QUANTITY
Photos Sell
BULLS



They couldn't send sample Bulls, so they sent glossy photos. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½c EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog
QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.

In the '50s television came of age. Its growing pains were necessarily marked by occasional dislocations and disenchantments as well as by many brilliant cultural achievements.

And in the '50s, as television emerged as the world's largest mass medium, it became clear that the television audience is actually *many* audiences, with widely diverse tastes.

The programming obligations of the broadcasters must therefore be based on a democratic concept of cultural freedom—that is, the rights of the people to want what they want when they want it.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph on the left worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience† over the peak viewing periods of seven Decembers.

Today, in a medium where cultural democracy supplies the most definitive of measurements, ABC has now gained the largest share of audience.* This is an expression of popularity achieved, it would seem, by giving *more* people what they want when they want it. This will continue to be our goal for the *sixties.*

ABC TELEVISION

WANT MORE
CUSTOMERS IN
MADISON...

Per cent of families reached	
POST	15%
LOOK	16%
LIFE	17%
READER'S DIGEST	28%
PARADE (HOME COUNTY)	80%

The things people of Madison read about in the **WISCONSIN STATE JOURNAL** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

The Sunday Newspaper Magazine
Parade
Badgers Outlast Cats in Thriller, 24-19
Wisconsin State Journal
IN ORBIT

Represented Nationally by Jann & Kelley, Inc.

PARADE... The Sunday Magazine section of strong newspapers coast to coast, reaching 10 million homes every week.

Videodex Network TV*

Dec. 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.8
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.8
3	Danny Thomas Show (General Foods, CBS)	31.2
4	Cavalcade of Sports—Championship (Gillette, NBC)	30.1
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	29.8
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	29.0
7	77 Sunset Strip (Several sponsors, ABC)	28.5
8	Father Knows Best (Scott Paper, Lever, CBS)	28.2
9	Perry Mason (Several sponsors, CBS)	27.4
10	Garry Moore Show (Several sponsors, CBS)	27.2

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,400
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,400
3	Danny Thomas Show (General Foods, CBS)	13,400
4	Cavalcade of Sports—Championship (Gillette, NBC)	12,600
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	12,600
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,400
7	77 Sunset Strip (Several sponsors, ABC)	11,900
8	Father Knows Best (Scott Paper, Lever, CBS)	11,900
9	Perry Mason (Several sponsors, CBS)	11,500
10	Garry Moore Show (Several sponsors, CBS)	11,500

*Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Don't Fret, Men; Housewives Forget Grocery Needs, Too

NEW YORK, Jan. 12—Housewives habitually run short of certain "non-glamor" products and these are frequently the same products they forget to buy at the supermarket.

This is the report of Saul Nesbitt, director of Nesbitt Associates, after conducting a pilot survey of 96 housewives in New York and Connecticut.

Among the edible items the 96 most frequently forgot to replenish, or overlooked while shopping, were: Coffee (23), bread (14), milk (19), butter (22), margarine (19), salt (31), sugar (34), vinegar (20), flavorings (22), shortenings and mustard (16), and salad oils and peanut butter (17).

Other edibles on the list, with lesser frequency, were cooking oils, pepper, ketchup, orange juice and wheat germ. Reasons given for neglecting to replenish these basics were (1) rapid consumption and (2) because they were used daily, it was taken for granted that there was a supply on hand.

■ Among the non-edible supermarket items, there were 16 which were forgotten with "marked consistency" by the 96 housewives. These included electric light bulbs (19), dry cleaning fluid (13), laundry starch and special cleaners (12), household ammonia and furniture polish (9) and all types of paper products.

Forty-seven of the women said they quite frequently made an extra trip to the market to buy a forgotten item and, while there, 29 usually made additional purchases.

Only 18 women recalled buying two packages or giant packages of a "problem item" at one time to assure ample supplies.

Almost all the housewives had definite ideas about how manufacturers and supermarkets could help remind them. Thirty-one thought packaging could be devised which would remind them at home when they were getting low on an item. And 38 felt that more attention-getting packaging would remind them in the store. More than 20 suggested better in-store displays of "problem items."

■ And how did the housewives remind themselves at home? Kitchen scratch pads or scraps of paper were used by 37, blackboards or magnetic kitchen boards by 26, a variety of other methods were used by 17, and 14 usually trusted to memory.

Mr. Nesbitt had several suggestions which manufacturers might consider to increase regular purchase of their items. Among them, a small ruled shopping sheet inserted in a loaf of bread, with the bread brand printed on the first line; or pressure sensitive pull-off labels on coffee cans that may be removed and stuck on a kitchen board or other reminder.

SWINGLES.*
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St. N. Y. 19 N. Y. PLaza 7-5730

MMN Account to Ayer; Reiff Named to Added Post

Million Market Newspapers, New York, has appointed N. W. Ayer & Son, New York, to handle its advertising. Bill Carr, MMN president, formerly was an Ayer executive.

Robert Reiff, formerly with *American Home*, who originally was named Los Angeles manager of Million Market Newspapers (AA, Jan. 4), has been appointed to the additional post of manager of the selling group's West Coast operations.

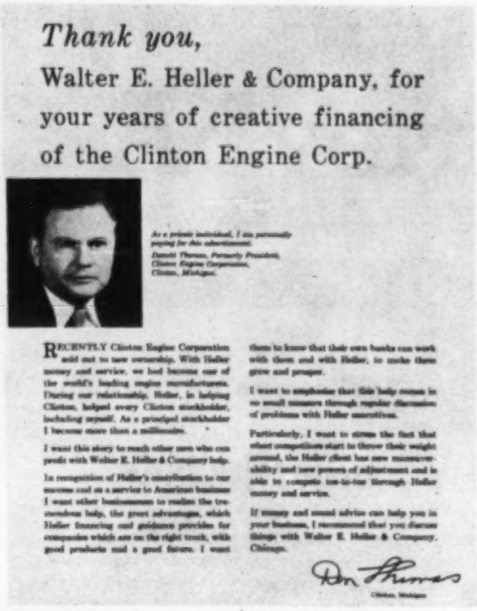
'Coin-op' Rate is $300; Newspaper Drive Set

Coin-op, new publication of United Business Publications, New York (AA, Jan. 11), has a six-time rate for a page ad of $300, not $600, as incorrectly reported in ADVERTISING AGE.

The publication also has announced a coordinated campaign scheduled to appear in the "business opportunities" sections of newspapers offering six issues during 1960 for $1.

Pine Boosts Lowther

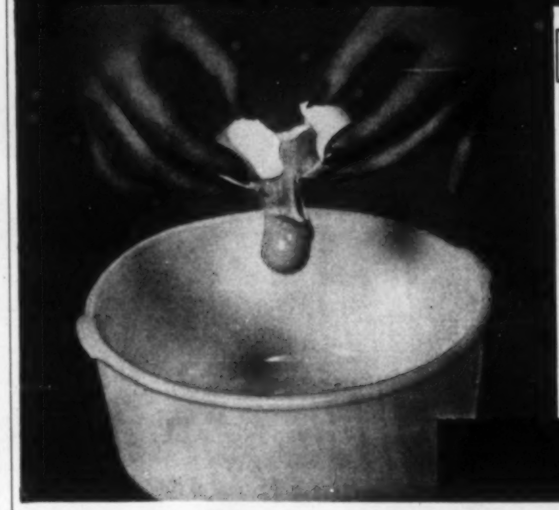
Eugene J. Lowther, formerly eastern manager of Pine Publications, has been promoted to advertising director of the company, succeeding Norman Hill, who has resigned.



Thank you,

Walter E. Heller & Company, for your years of creative financing of the Clinton Engine Corp.

TESTIMONIAL —*This ad, which will run in the Wall St. Journal Jan. 19, was placed personally, via Gourfain-Loeff, Chicago, by Donald Thomas, former president of Clinton Engine Corp., who says Chicago-based Walter E. Heller & Co., financial house, helped him become "more than a millionaire."*



FARGO N.D.
MOORHEAD MINN.

breaking's fine ...... BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Consumer Fears in Strike's Wake Hurt '60 Sales: U. of Mich.

ANN ARBOR, MICH., Jan. 13—The prolonged steel strike served to dampen consumer optimism, according to the October-November survey of consumer attitudes and inclinations to buy released today by the Survey Research Center of the University of Michigan.

About half the survey was taken during the three weeks prior to the reopening of the steel mills (Nov. 9), the other half after that time. Consumer attitudes showed some recovery in the latter half of the period studied, but unemployment caused by the steel shortage persisted during that half of the survey.

The survey revealed that the strike "had an impact on the American people as a whole, and not only those directly affected," the research center reported. "Consequently, the earlier improvement of attitudes and expectations regarding personal finances, general business trends and market conditions was arrested; among the lower and middle income groups sentiment even deteriorated compared with June."

■ The strike's main effect has been on the short-term future, not the long-range outlook, the report noted. Other factors said to be causing consumer concern are the tight capital market with rising interest rates, and inflation.

"Consumer sentiment must improve considerably during the next few months if 1960 is to be a really good year for consumer durables," the report said. #

McFarland Opens Offices

Wayne McFarland has resigned as president of Naegele Outdoor Advertising Co., St. Louis, to open his own design and consultation service, Lockwood Studios, with offices in the Paul Brown Bldg., St. Louis. Mr. McFarland will continue to act in an advisory capacity with Naegele.

Vicary Names Maxwell

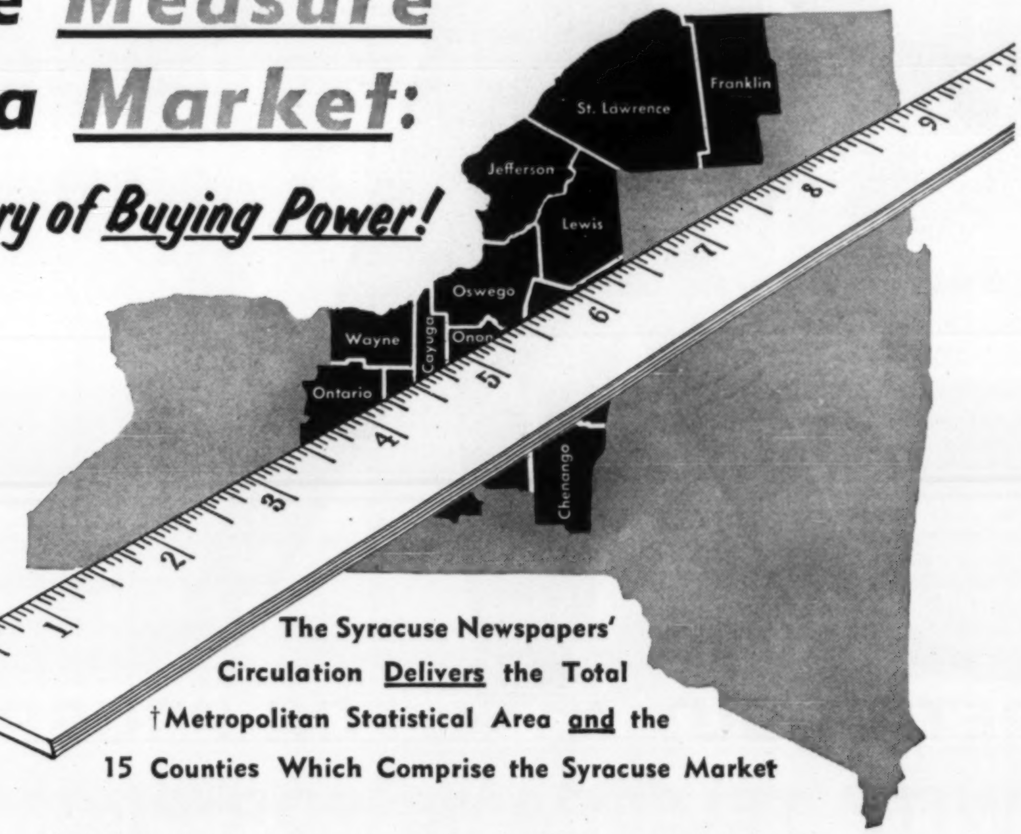
Lawrence R. Maxwell, formerly editor of the National Sales Development Institute, a division of Vision Inc., has been appointed exec vp of Trademark Management Institute, a new subsidiary of James M. Vicary Co., New York market research company.

Publisher Boosts Akerson

George E. Akerson, ad director of the Boston Herald-Traveler Corp., publisher of the *Morning Herald, Evening Traveler* and *Sunday Herald*, has been named assistant publisher of the corporation's newspapers.

The Measure of a Market:

Delivery of Buying Power!



The Syracuse Newspapers' Circulation Delivers the Total †Metropolitan Statistical Area and the 15 Counties Which Comprise the Syracuse Market

Check whatever market data source you prefer—*the total* Syracuse Market is loaded with buying power.

And *when you think of the Syracuse Market* . . . THINK OF ALL OF IT! Fifteen counties—one-third the total area of New York State. There's only one effective way to sell ALL of the Syracuse Market: The Syracuse Newspapers. They deliver 100% of Syracuse and Onondaga County; up to 90% coverage of the newly established three-county Syracuse Metropolitan Area† . . . PLUS . . . up to 76% in the 12-surrounding counties which comprise the TOTAL SYRACUSE MARKET.

No other combination of media delivers comparable coverage at comparable cost!

AMERICA'S Best TEST MARKET

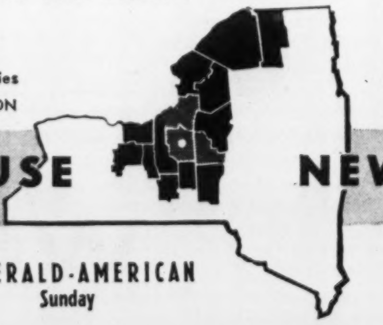
SYRACUSE The *46th Metropolitan Market

*SRDS Consumer Market Data

FULL COLOR AVAILABLE — DAILY AND SUNDAY

†Onondaga, Oswego, and Madison Counties
U. S. DEPT. BUDGET STANDARD DEFINITION

Represented Nationally by
MOLONEY, REGAN & SCHMITT



the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

STRETCH OUT FOR PROSPECTS WITH TELEGRAMS-FOR-PROMOTION SERVICE!

Want to reach everybody, everywhere, all at once? Western Union's Telegrams-For-Promotion Service is the **one** quick, sure, efficient way of doing just that. Your message is delivered to all your prospects **simultaneously** . . . with the importance only a telegram can provide. Read and remembered with real impact! How to do it? Just give us one copy of the message and your list. We do the rest.

Wire us collect for information and action. Address: Western Union, Special Service Division, Department 1-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

Feature Section

Advertising Age

McMahan Describes 'Tapecasting'

Legal Front: The Anti-Payola Laws

Can Semantics Help Advertising's Image?

'Mass Market' Is Misnomer: Wooli

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

What's New in TV Commercials

Each month, Harry McMahan comments on the new tv commercials he finds outstanding or worthy of discussion. Author of the standard texts, "The Television Commercial" and "Television Production," Mr. McMahan's new book, "TV Tape Commercials," has just been published this month by Hastings House.

By Harry W. McMahan

There's a pretty good story behind that block of 60 new "Johnson Lady" commercials for Johnson's wax:

Video tape has been used for auditions before, but we rather doubt anyone has quite approached Needham, Louis & Brorby's efficiency for "Tapecasting," as they're calling this.

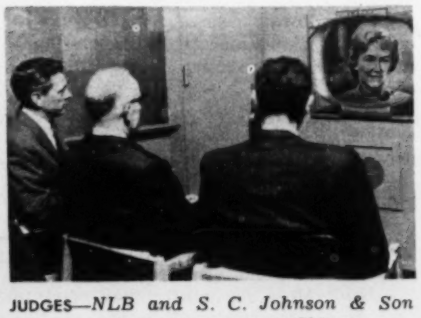
Harry W. McMahan

Seven top gals in Hollywood were given audition calls for a Tuesday. Phyllis Avery, Jeanne Cagney, Linda Crosby, Pat Garrison, Joanne Jordan, Elyse Knox and Pat Wright were up for the "Johnson Lady" role. Each went before the multi-camera (permitting four camera angles) setup—all in a one-hour session.

SEVEN TESTED—*Seven girls test in Hollywood multi-camera setup.*

Tape then was transferred to film and flown to Chicago for the NLB and Johnson's brass. Joanne Jordan won out.

One week later, the following Tuesday, the first 12 of the 60 commercials were rolling. A second Tuesday later, tapes were being fed from New York and Hollywood and 70 kine prints of the first commercial cut in for delayed broadcasts.



JUDGES—*NLB and S. C. Johnson & Son executives judge tests in Chicago.*

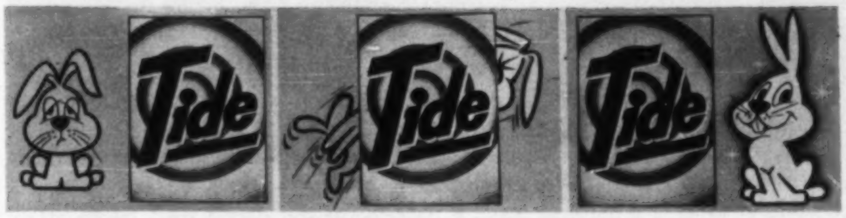
Cost: under $500 for the auditions. Per spot costs, including tape-to-film negatives for the d.b.s, about $1,500 each, the agency estimates.

THE WINNER—*Joanne Jordan wins "Johnson Lady" role in 60 spots.*

'TAPECASTING'—*Ken Snyder (at desk) starts "Tapecasting" auditions.*

Ken Snyder (NLB's tv-r creative director, who also coined that word "Tapecasting") master-minded the eventful two weeks. Chris Ford was the agency producer. Production was by National Videotape Services at KCOP, Hollywood, with Hal Marienthal supervising and Dave Wynne directing.

■ Seen on the Linkletter daytime shows, "House Party" and "On the Go," these Johnson's wax commercials look good from here. Joanne Jordan, whose record goes back about ten years in this business, is a real pro at woman-to-woman personal selling. Products covered in the "Johnson Lady" series are Pride, Stride and Glo-Coat (sounds like a good name for an advertising agency).



FOR PUERTO RICO—*Tide es el detergente que albea mi lavado . . . (Tide is the detergent that whitens my wash.)*

P&G Goes ID in Puerto Rico

Procter & Gamble, tv's biggest spender, never seems to dabble in the :20 and :08 station-break spot. (With that portfolio of programs, who needs shorties?) But down in Puerto Rico they have an interesting experiment going:

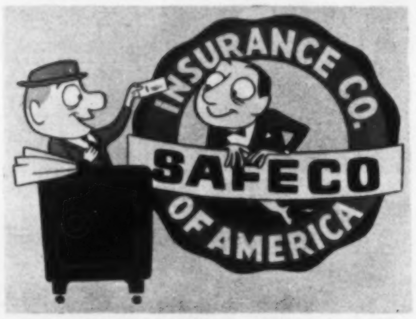
For Tide, they have a whole series of :08 ID spots. Each tells a "whiteness" story with rabbit or a penguin or a polar bear jumping through the product—and the gray scale.

Short and to the point. Effective in any language.

Bob Buchanan and Soundac Film Productions, Miami, produced.

Underwriter's Liability Insurance

Mention of a couple of insurance spots last month (MFA and Prudential) brought a quick response from a third. Here is another of those regional spots that the rest of the industry has the misfortune to miss . . . and, for more than my own insurance, it's worth a mention.



It's an amiable cartoon that starts out, "Are you a safe driver? . . ." The car turns into a safe and the little man drives it right to the Safeco sign to make his point.

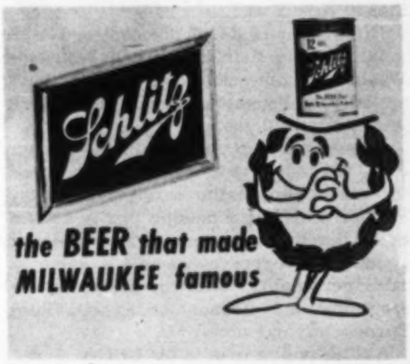
Creation and production: Era of Hollywood for Cole & Weber, Seattle. AAW gave this commercial a runner-up award in its recent all-West competition . . . and rightly so.

Schlitz Goes to Cartoon

Schlitz beer may have been taking itself all too seriously since the Toigo fiasco on "Schlitzwit." But it's pleasant to note they're finally back with their sense of humor.

And they may have a real winner, too. It's a new cartoon character, "Mr. Hopkiss" and he made his bow on the "Markham" show just a couple of weeks ago.

The move, we'd guess, is to revitalize their "kiss of the hops" slogan and this introduction is quietly adroit. The J. Walter Thompson boys are apparently playing it one sip at a time before increasing the role and frequency. This seems smart, as the hazards can be great with this kind of "serious" cartoon tied in so closely to the name and reputation of the product.


Schlitz
the BEER that made MILWAUKEE famous

Earl Klein's Animation studios in Hollywood helped with the borning of "Mr. Hopkiss." JWT midwifery is shared by Art Zapel, Budd Blume, John Wallington, Ed George, Ted Schulte, Munroe Winter and Herb Bull. With this many in the act it seems that, come success or failure, no one can get hurt by pointing fingers. But we're voting for success. We like it.

Saul Bass in Live Action Design

Saul Bass is an exciting designer for feature motion pictures ("Man with Golden Arm," "Vertigo," "Anatomy of a Murder," etc.) so it's good to welcome his handiwork to tv commercials—in live action, yet.

Chase & Sanborn Instant coffee is the innovator, though Saul's usual dash is held in some restraint. Sets are novel but unobtrusive. Best touch is the abstract design which emerges as the three-post stand for the South American coffee lady's pitch. M-G-M in Hollywood produced.

Now we'd like to see some sponsor catch the full limit of Bass.

Mr. McMahan will appear before the Broadcast Executives of Texas, Dallas, Jan. 20, speaking on "TV Tape Commercials."

Watch for Betsy

Having labored under a few hot lights for Bulova in times past, we have a special appreciation for this fine job in watch photography done by George Gould and his video tape boys at NTA Telestudios in New York.

Highlight and detail are captured with a fashionable flair in these live-on-tape Westclox commercials, and, brother, that's a tedious, roughtough job. The clock works are good, too.

Showcased on "Philadelphia Story," these Westclox spots also have the good fortune to enjoy the services of Betsy Palmer. This gal, a passing fair tv actress in earlier days, and now a take-or-leave panelist, here proves herself a superior sales personality. She'll be crowding the aforementioned Joanne Jordan and Betty Furness any day now.

Al Cantwell produced for BBDO.

Pet's New Still Technique

There's been so much frenetic "Visual Squeeze" technique lately that it's something of a relief to see the simple use of still photographs in this Pet Milk (Instant, that is) commercial.

"The Magic Years" is the title and Mike Stehney of Wilding has clicked with some magnificent stills and thoughtful transitions. The copy (Gardner, St. Louis) likewise is raveworthy as it keys off: "These are the magic years that go by all too swiftly . . ."

Less can be said for the harmonica background which sometimes cloys, sometimes clutters the story as it moves to its more commercial elements. Nonetheless, a novel and useful change-of-pace addition to Pet's always strong library.

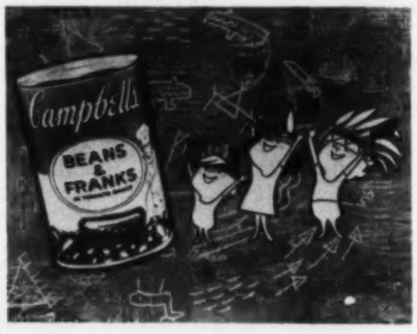
N.Y., Hollywood, Chicago, Camden

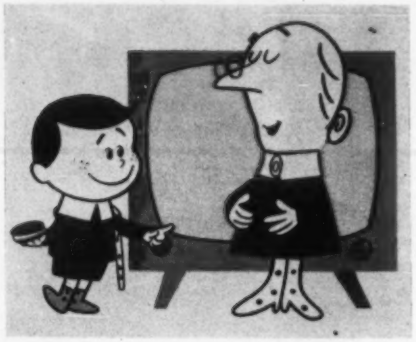
"Nine Little Indians" is a happy kid cartoon that's likely to sell a lot of grown-ups, too, on Campbell's beans & franks.

It seems there are nine little franks in each can . . . and there's an old nursery rhyme "Ten Little Indians." Well—it takes off from there and turns out one of the most repeatable little commercials we've seen in a long, long time.

In New York, Sarra did the live action. In Hollywood, Ray Patin animated. In Chicago, NLB is the agency (Snyder and Ford collaborated on this one, too, with Gerritt Beverwyk on art). And in Camden, N. J., is the sponsor, Campbell's.

Jet travel sure helps, doesn't it, boys?





Emily Tipp's Nephew

We've hesitated to mention Emily Tipp's new nephew, hoping he would quietly go away. His name is Anathema to me, but he's Elmo to my boys—and they like him. His saturation campaign at the kiddie hour continues to saturate Steve and Chris and the household with Lucky cakes, which must have been what Ward Baking and Grey Advertising had in mind. It's a clever extension, we must admit, of Emily Tipp's good job for Tip-Top bread.

Elmo rescues his ubiquitous aunt from Indians, gorillas, pirates and stagecoach robbers, respectively, in the various films in the series. Always with those damn (munch!) Lucky cakes.

Pintoff Productions, New York, produced. Good combination of live action scenes with the cartoon.

January-Type Observations

Bell Telephone should resolve to phone in their commercials next time. Their New Year spectacular, "Musical Ambassadors," carried on the excellent traditions of the *Look* award, but the three commercials were simply dulldull and double pedestrian. Viewers must give 'em a no-look award on commercials as unimaginative as these.

Colgate's dental cream has done a bright job of breaking through the FTC's invisible barrier's barrier with their new flight of commercials. Now, if the Ted Bates boys can do as well with their other problems of Life . . .

Breck's commercials are no more or less interesting than their print ads, but their lack of transitions in the "Margaret Bourke-White" dramatic show really hit a new low in program-commercial clash. Worst of all was their dandruff-remover commercial slapped in just after Teresa Wright's head had been shaved for the delicate brain operation. Brains, unfortunately, were not passed around.

Must say Lucky Strike has a charming new jingle. And a tv version that out-Winstons Winston for tricky title animation. This one should make the Hit Parade (—oooops, sorry!). Will try to get a picture . . . next month. #

On the Merchandising Front . . .

Reverse-the-Field Merchandising

By E. B. Weiss

On several occasions I have made the point in this column that when the major part of an industry rushes pell-mell in one merchandising direction—automatically, an opportunity is opened up for a rugged individualist to reverse the field. One of the most recent examples of this thoroughly sound merchandising philosophy comes out of the retail field, more particularly with respect to store location.

E. B. Weiss

The great trend in retailing for years has been toward the so-called "A" traffic location—the store site tapping the largest possible traffic potential. Over the last decade, the shopping center location has tended to be the most sought after "A" location. More recently, the solo or strip location at/or adjacent to a highway interchange has become a favored "A" location.

But wherever the "A" store site may have been located—so long as it really merited an "A" rating the owner of the site could usually count on a fairly eager retail store customer and even a list of eager customers for the location. Our mass retailers, our retail giants have, in particular, focussed their real estate attention on the "A" location—and so have their real estate advisers.

▪ One who believes, as I do, in the reverse-the-field technique could almost count on the ultimate appearance of a form of retailing that wouldn't accept an "A" location as a gift; a form of retailing that wanted a store location not merely in a "B" location but that would be even more interested in a store location (at a price, of course!) in a distress area.

And this has, indeed, come about—on a substantial scale, incidentally.

Starting with the so-called mill discount store (the remarkably fast-growing chains of discount department stores which started in abandoned New England textile mills) related types of low-margin retail chains have sprung up that are interested only in retail sites that almost —literally—nobody else wants.

▪ One of the most rapidly growing of these chains is called "John's Bargain Stores." I would describe this operation as a 1959 version, in different merchandise classifications and different price lines, of the very first Woolworth stores. In a very few years, this fast-moving syndicate has built a volume very comfortably in the millions—and every one of its locations involves a site that few, if any, of our established retailers would accept as a gift. These aren't merely secondary locations, they are locations that would rate as tertiary or even lower down the scale. The locations violate most, if not all of the almost universally-accepted rules of guidance of the retail real estate specialists.

Indeed, everything about these sites is wrong—even parking facilities may be inadequate or non-existent. Only one thing is right: the *inventory turnover*. This is, or should be, the envy of most of our mass retailers.

Oddly enough, the potentialities of the down-the-scale retail location may have been marked out by the department stores (unwittingly, of course) when they started their warehouse sales. Their warehouses, obviously, were not in choice retail traffic locations (neither did they conform to modern concepts of store architecture, store service, etc.). Yet they moved merchandise in amazing volume.

▪ In any event, not only are some of our fastest-growing young merchants eagerly seeking out marginal retail locations, but even some of our established large retailers are beginning to eye this type of location with some interest. For example, the Neisner Brothers variety chain not only blueprinted a low-cost construction type of variety outlet (in itself a reverse-the-field technique since the modern variety store unit is quite a retail palace) but simultaneously planned to put these low-cost buildings into *marginal* locations.

Store sites were sought that clearly would not support a store of standard specifications. And, instead of budgeting *up*, which is almost a universal rule in mass retailing today, Neisner is budgeting *down* for these marginal locations. For example, in its larger new stores, costs compel a yield of some $45 per square foot. The lower costs of the less luxurious unit in the marginal location make a $35 per square foot figure quite acceptable.

▪ And so once again we see that it is usually wise, when everybody's thinking plods along in one direction, to plot, deliberately, in precisely the opposite direction. Interestingly, one seldom notes our larger retailers, or our larger businesses in any field, attempting to reverse the field. More frequently they tend to play follow the leader. It is the smaller business—young, unimpressed by tradition, and not yet the possessor of a haunch, paunch or jowl, that cheerfully marches off in the reverse direction. #

Million Market Newspapers, Inc.

born to serve national advertisers and agencies, opened offices January 4th

On January 4, 1960, Million Market Newspapers, Inc. opened its offices in New York, Chicago, Detroit and the West Coast. Its mission: Provide better service, more pertinent marketing information and better research to national advertisers and agencies.

Currently being surveyed are the areas in which members of Million Market Newspapers can most effectively serve national and regional buying needs. The group will also develop means of portraying the value of their impact in meeting marketing problems. The results of these studies in the all-important fields of research, marketing, merchandising, promotion and market data will provide the proper guidance for this unique organization created by the *Boston Globe, Milwaukee Journal, Philadelphia Bulletin, St. Louis Post-Dispatch* and *Washington Star.*

Soon you'll be meeting members of the staff of Million Market Newspapers, Inc.... men whose training and experience from all fields of advertising will be still another distinguishing feature of this organization.

However, the most auspicious fact in this birth announcement is the identity of the newspapers that make up this new organization—newspapers that are among the nation's leaders. In fact, this whole announcement might be simplified with:

Million Market Newspapers, Inc.

NEW YORK, 529 Fifth Avenue • **CHICAGO,** 333 No. Michigan Avenue • **DETROIT,** New Center Building
LOS ANGELES • **SAN FRANCISCO,** 111 Sutter Street

Announcing the creation of the

Homologous* Quintuplets

born to serve national advertisers and their advertising agencies

BOSTON GLOBE
MILWAUKEE JOURNAL
WASHINGTON STAR
ST. LOUIS POST-DISPATCH
PHILADELPHIA BULLETIN

***ho-mol-o-gous**... having the same relative position, proportion, value

Salesense in Advertising . . .

The Nonexistent Mass Market

By James D. Woolf
Creative Consultant

The late Henry L. Mencken had a pretty low opinion of the intelligence and ordinary horse sense of the American people, and he seems to have a lot of latter-day disciples.

James D. Woolf

There are too many ill-advised advertising men and advertisers who accept this credo as gospel truth. The result is that a great deal of advertising, directed to the low man on the totem pole, is an offense to the dignity of man. Never has there been a time when advertising has sunk to so low a level.

We speak so condescendingly of the "mass market." What do we mean? What kind of people constitute this so-called mass market? Are they ignorant, illiterate, tasteless, unbathed and unbarbered? Are they witless, credulous, and silly easy marks?

▪ Outside of our slum areas, I do not believe that a mass market, in the cynical sense of the term, exists today in the U. S. Almost every family is better off and educated than in the days of the Model T. A large percentage of the factory workers of the 1950s have had secondary education, and many of them are high school graduates. Indeed, the sons and daughters of many of these workers are college students, and our universities are bursting at the seams.

My thesis today is that much current advertising is not only incredible but positively infantile—particularly tv and radio commercials, which so very often are not only unconvincing but dreadfully boring.

I am not maintaining that the U. S. is peopled with a great host of eggheads. And I am not saying that we do not have among us families who are so gullible and naive that they are easy suckers for trickery and deception in the market place. But I do believe that such dunces are vastly outnumbered by people of average common sense and intelligence.

▪ Aside from the fact that deceptive advertising is a moral sin, I think it a shortsighted business practice. No successful business that continues to be healthy and successful, decade after decade, resorts to deceptive advertising aimed at people of low intelligence—the so-called "mass market." One such successful advertiser comes to my mind immediately because only last night I immensely enjoyed its tv broadcast—the Bell Telephone Hour, a model of dignity, restraint, honesty and good taste. And yet this company's product is one that is used and bought by almost everybody, rich and poor alike. Both the entertainment and the commercials were above reproach, and only families of the lowest intelligence could fail to enjoy them. What a wise policy!

It is a fact, in my judgment, that our greatest business houses do not agree with Mencken's low opinion of the intelligence and good sense of the American people. They do not regard the U. S. as a market populated in the main by morons.

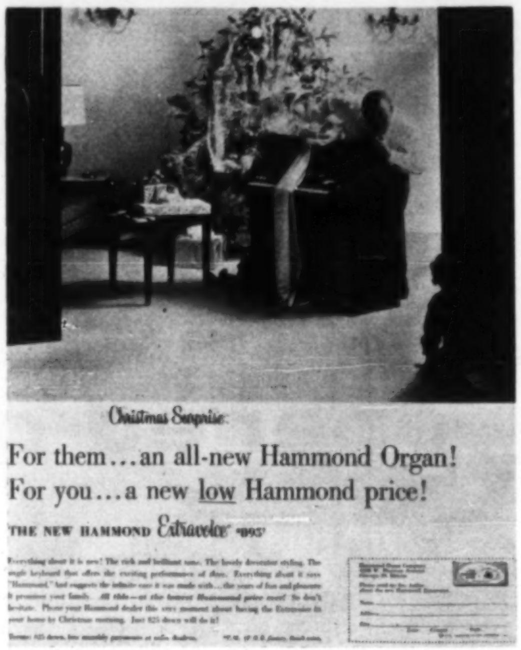
▪ Dishonesty, silliness and bad taste in advertising are largely due, I suspect, to the notion that the American people, by and large, are a bunch of fatheads. Certain greedy advertisers, mesmerized by this conception, might be astonished at what decency in advertising could accomplish for them—if, of course, their products deliver a worth while consumer benefit. Honesty, intelligence and dignity in advertising have proved their worth many times over during the years, whereas the careers of the gyps have been short-lived. Where today are the con men of, say, a decade or two ago?

An abiding faith in the native intelligence and hardheadedness of the so-called mass market is a prime ingredient in any recipe for permanent success in advertising. Let him who seeks to build a permanently successful business rid himself of the phantasy that the so-called common man is an idiot. #

Mr. Woolf's articles are available in a handsomely-bound **383***-page book for permanent reference. Price* **$5.95**. *Write Advertising Publications,* **200** *E. Illinois St., Chicago* **11**, *Ill., for "Salesense in Advertising," available on five days' approval.*

The Creative Man's Corner . . .

Add Butter and Salt


Christmas Surprise:

For them . . . an all-new Hammond Organ!
For you . . . a new low Hammond price!

THE NEW HAMMOND Extravoice ·895·

This ad we necessarily nominate for the corniest of the Christmas season.

For years, the annual Christmas message of the manufacturers of mechanical refrigerators was almost invariably a refrigerator with a red ribbon tied around it and mama, blindfolded, feeling the boxey thing and displaying a pleased smile while papa and the kids looked on with great gratification.

Increasing sophistication finally did for it.

Now, however, we have the product tied with a Christmas ribbon back with us, courtesy of Hammond Organ. And again, the impossibly cute family "togetherness"—father caught in the act of putting the organ, if not under the tree, near it, to surprise mother on Christmas morning, with junior, aged about two and a half, looking on.

Where father got the organ, and how he got it into the house without any help whatsoever—or, for that matter, without any damage to the house or himself—we can't quite figure out. And neither can we figure out (a) what junior, aged two and a half, is doing up and alert at so late an hour or (b) why father is worried that the little idiot will tell mother before morning anyway. If he didn't waken mother by lugging in a Hammond organ, then certainly she's dead to both the world and junior.

All this kind of illustration needs is a little butter and salt. #

What's Doing on the Legal Front . . .

The Anti-Payola Laws

By Sidney A. Diamond
Member of the New York Bar

One of the unusual sidelights of the quiz show investigation was that, as it turned out, apparently no laws were broken. The payola investigation may end on a somewhat different note.

Sidney A. Diamond

There are four separate payola inquiries in progress at the moment, and possibly some additional ones that have not been announced in the press.

The same congressional committee that looked into the rigging of quiz shows is investigating payola. The purpose of this inquiry is to get the facts with a view toward the possibility of drafting new federal legislation. Congressional committees do not prosecute, although indictments for perjury or citations for contempt sometimes grow out of witnesses' answers or refusals to answer.

▪ The Federal Communications Commission also is considering payola as part of the reappraisal of its own functions that it has undertaken following the disclosures of quiz show rigging. Payola presumably will be examined by the FCC from the limited angle of control by broadcasting stations and networks over their programs and personnel.

The FCC always has been hampered by the fact that there is very little it has the power to do other than revoke or refuse to renew a broadcaster's license —a drastic penalty that is somewhat inappropriate as a method for enforcing higher program standards. It seems likely that the FCC will ask for legislation giving it a more flexible kind of authority over licensees, perhaps something along the lines of the Federal Trade Commission's jurisdiction to commence cease-and-desist proceedings for false advertising and other unfair competitive practices.

▪ The third inquiry into payola is being conducted by the Federal Trade Commission itself. In an unusual burst of speed, the FTC filed nine complaints attacking the practice within weeks following the first appearance of the word "payola" in the headlines of the general press. Three of these cases are against phonograph record manufacturers and the others involve wholesale distributors of records. It is understood that more complaints are due by the time this column is scheduled to appear.

Evidently, the FTC believes there has been a violation of law. The complaints are drawn under Section 5 of the Federal Trade Commission Act, which is the broad provision giving the FTC the right to proceed in cases of "unfair methods of competition" and "unfair or deceptive acts or practices."

The FTC ordinarily emphasizes the element of unfairness to competitors. From this standpoint, payola is alleged to divert business away from competitive record companies. The payola complaints, however, also stress the element of deception. The FTC apparently considers it highly important that the public is not informed of the fact that certain disc jockeys are paid to promote particular records. It is not yet clear whether any distinction will be made between the type of program where the disc jockey ranks records according to their relative popularity, and the type of program where records simply are played for whatever entertainment they may bring to the listening audience.

▪ Offhand, the kind of Federal Trade Commission precedent closest to payola would seem to be the push money, or "spiffs," cases where a manufacturer pays a retail sales clerk to promote his product. The FTC has a standard trade practice rule about push money, under which the payments are not considered unfair if the clerk's own employer knows about them. Since payola has been an open topic of oral and written discussion in the entertainment industry for many years, the claim may very well be made that the employers of disc jockeys knew about the payments they received. It obviously is much too early to speculate

Multiply a pretty girl by a million…

that's the power behind the new Glamour incorporating Charm—the only fashion magazine with a million circulation—the "how to" authority for young women in college, at home or on the job! Here's a vast new market—a pace-setting audience that turns to Glamour—a million receptive young women who seek fashion in everything!

©1960 Condé Nast Publications, Inc.

a new fashion concept • a new million market • a new way to profit on whether or not this will be considered a legal defense by the Federal Trade Commission or by the courts, if the cases get that far.

Another aspect of the comparison between push money and payola is the question of public deception. The FTC's standard push money rule does not indicate any concern over the fact that the consumer is uninformed.

The payola cases may test the legal question of whether withholding the details of promotional activities from the consumer is an unfair trade practice. It hardly needs more than a statement of the proposition in these terms to establish its broad potential significance to the entire marketing field.

■ Should a press release prepared by a paid public relations firm be identified as such in newspapers, so that it can be distinguished from news stories written by the paper's own reporters? Should a retailer running a special price promotion be required to disclose the fact that the manufacturer gave him a "deal" on the merchandise? Or, to repeat an example that has been the subject of several recent comments, is it necessary to inform the public that the "ice cream" in a television commercial really is mashed potatoes (which don't melt under studio lights)? It may be easy to find degrees of distinction between situations like these and the payola cases, but the troublesome thought persists that the same basic principle applies to all of them.

RCA settled its case with the FTC immediately by consenting to a cease-and-desist order. It is interesting to note that this order does not prohibit payola altogether; it merely requires "public disclosure." No doubt this is intended to kill off payola as a practical matter, although the use by another network of such expressions as "audience reaction technically augmented" for tv shows with souped-up laugh and applause tracks might lead some disc jockey programs to try "record selection financially stimulated" or words to that effect.

Another payola investigation has been left for fourth place in this discussion, although it was one of the first to be launched in point of time. This is the investigation being conducted by District Attorney Hogan of New York County. New York, like a number of other states, has a so-called commercial bribery statute on its books and presumably this is the legal basis for the New York district attorney's interest in payola.

Commercial bribery consists of giving money (or merchandise) to somebody else's employe for the purpose of influencing his actions in relation to his employer's business. The knowledge and consent of the employer is a complete defense, however. Note how this resembles the FTC's standard push money rule, discussed above, where the absence of knowledge by the employer that his clerk is receiving extra compensation from a manufacturer is the element that makes the practice unfair.

How much influence on the employe's performance is required to establish a violation of the New York law is a ticklish legal question. The fundamental idea of the statute appears to be that there is no offense unless the employer suffers some kind of detriment. For example, a commercial photographer was charged with commercial bribery because he had paid the assistant purser of a ship to give him copies of the passenger lists; but the case was dismissed when it turned out that the steamship company itself made the passenger lists available to various public agencies. The "bribe" had been paid, but the law was not violated because the employer was not hurt in any way—in view of the fact that the photographer could have secured the same information from other sources.

■ This may have some bearing on any possible payola cases (there have been no indictments yet as this article is written) depending on whether the disc jockey was hired just to play records or whether he was hired to give his unbiased judgment on which records are the best. Incidentally, the employe who "requests or accepts a gift or gratuity" on the understanding that he is to act "in any particular manner in relation to his employer's business" also violates the New York statute. However, commercial bribery is a state-by-state matter, so that what happens in New York does not necessarily have any bearing on possible criminal prosecutions in any other state.

Attacking payola as a species of commercial bribery also raises some troublesome questions of general applicability. What is the level of commercial morals in this country today, and what should it be? Is it proper to use the processes of the criminal law to improve commercial morality? And is it fair to single out any particular practice or any one industry to bear the brunt of the experiment under threat of fine or imprisonment?

■ Perhaps it is easier to draw the line here than it is in connection with keeping the consumer in the dark about various aspects of the marketing process. An actual cash payment conceivably may belong in a class by itself, but how different is a color television set? If you like a fellow personally, should you be prohibited from giving him a Christmas present just because he can do you some good in your business? If buying lunch is all right, would dinner be too much? Or a cocktail party? Or theater tickets?

Such rhetorical questions may seem facetious, but this is the year the entire business community may be forced to come up with some answers. Starting with quiz shows, and continuing now with payola, it seems highly likely that we are in for a clean-up of much broader scope than anyone suspected when the first inklings of "control" over programs like Twenty-One and The $64,000 Question hit the papers. #

Copy Group Head Pleads for Return to Conviction, Sincerity in Ad Writing

By Joe Stone

Vice-President and Copy Group Head
J. Walter Thompson Co.

Sincerity is out of style. Its successor is pulp fiction copy aided and abetted by a few tricks.

Twenty years ago it couldn't have happened. The pros of the business would have known better and prevented it.

But the ad business has grown too fast since the early '40s. Too fast to hire smart. Too fast to train smart.

So now instead of convincing copy we have smart copy. Fancy as a can-can garter but obviously sham.

■ To encourage this trend we have an ad public which has turned ad critic. Ads are reviewed where good men get together. "Have you read any good ads lately?" now stands toe to toe with book talk. And tv commercials get equal time to new play discussions.

A public beset every few hundred seconds by sales messages naturally applauds the ad or commercial which does less selling. But not necessarily at the sales counter. More often only in critical applause.

At times, the applause for copy completely devoid of sell grows so large that its accrued good will actually results in sales increases.

But there's never been a case where such advertising could not have been more productive advertising if it had been matched in ingenuity by a very important sales catalyst called conviction.

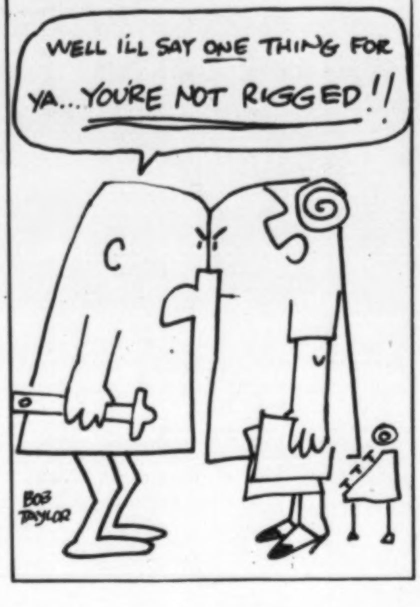
Orderly Sales Technique

The old ad pro always thought of conviction as a companion to the four horsemen of an orderly sales technique:

1. Attention
2. Interest
3. Desire
4. Action

An ad or sales letter needs a major hook in its headline, illustration, or layout. To catch quick and undivided *attention*. From this point on, the ad should quickly convert this attention into *inter-*

ART & COPY


WELL I'LL SAY ONE THING FOR YA... YOU'RE NOT RIGGED!!
C
BOB TAYLOR

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

If you get half of these right, you're doing well. Answers on Page 80.

1. Department of Commerce forecasts that U. S. production of cars this year will
   (A) Decline 6% from 1959
   (B) Remain about the same
   (C) Increase by 22%
2. Nationwide study by Gallup showed that the percentage of adults who "like" advertising is
   (A) 25% (B) 50% (C) 75%
3. In comparing costs of putting a new car on the market the smallest sum is attributed to
   (A) Edsel (B) Corvair (C) Valiant
4. Last December the general magazine that carried the greatest number of advertising pages was
   (A) Esquire (B) Holiday (C) Ebony
5. Most-used commercial length by spot radio advertisers is
   (A) 60 seconds (B) 30 seconds (C) 10 seconds
6. The type of tv program with the greatest percentage of males in its audience is
   (A) Westerns (B) Wrestling (C) Boxing
7. In misjudgments on the part of television advertisers which appears to be more serious?
   (A) Dumping a good campaign too soon.
   (B) Staying too long with a deteriorated one.
8. In the newspaper field, 146 are published in the morning, 1,286 in the evening and 539 on Sunday. The group with the largest combined circulation is
   (A) Morning (B) Evening (C) Sunday
9. In number of units purchased the leading item is
   (A) Newspapers (B) Bread (C) Milk
10. In dollar sales from automatic vending machines the number-one commodity is
    (A) Soft drinks (B) Cigarets (C) Candy
11. New York metropolitan area accounts for the country's largest retail sales figure, $13 billion in 1958. Next in volume is
    (A) Philadelphia (B) Los Angeles (C) Chicago
12. The color with greatest impact and strongest memory retention is
    (A) Red (B) Yellow (C) Green
13. In a line drawing there are no
    (A) Tones of grey (B) Circles (C) Filled-in areas
14. The average citizen smokes most in
    (A) U.S. (B) South Africa (C) England
15. Americans are definitely growing taller. Compared with mothers or fathers, the increases are greater among
    (A) Girls (B) Boys (C) Both the same
16. During the decade just ended enrollments in schools and colleges increased by
    (A) 17% (B) 32% (C) 47%
17. A woman's annual purchase of shoes averages
    (A) 2 pairs (B) 4½ pairs (C) 6 pairs
18. Life insurance ownership in the United States totals
    (A) $500 million (B) $5 billion (C) $500 billion
19. In England there is no advertising on
    (A) Television (B) Radio (C) Billboards
20. Country with the highest percentage of people who read books is
    (A) Germany (C) United States (C) England

Aircraft: Super 18, Beech Aircraft Corporation Navigation-Communication Equipment: Collins Radio Co., Automatic Direction Finder—Lear, Inc.

Another executive proves Flying means business

Airborne creative conferences have become routine for advertising man James B. Briggs, Executive Vice President and Creative Director of Erwin Wasey, Ruthrauff & Ryan. Mr. Briggs uses the agency's plane as a second office en route to client meetings.

The agency has found that a company plane is the one economical way to maintain close personal contact with branch offices and client home offices in distant cities. And the Beechcraft has proved an invaluable time-saving, cost-saving tool in the agency's quest for new business.

Mr. Briggs uses the Super 18 Twin Beechcraft as often as three times a week. His knowledge of aviation, developed through years of commercial pilot experience, helps him service such accounts as KLM Royal Dutch Airlines, Canadair Ltd., subsidiary of General Dynamics, and FLYING Magazine itself.

"FLYING Magazine is must reading for me," says this agency executive who buys FLYING off the newsstands every month. "Over the years it has had a great deal to do with my choice of aircraft and aircraft equipment."

Mr. Briggs is just one of many prominent executives who prove FLYING Magazine is the most dynamic force in business aviation today. FLYING helps more businessmen choose their aircraft and equipment than any other magazine.

FLYING

THE WORLD'S MOST WIDELY READ AVIATION MAGAZINE

Circulation 209,220 ABC June 30, 1959

ZIFF-DAVIS PUBLISHING COMPANY

Available at selected newsstands: 50¢
Yearly subscription: $5.00

ZIFF-DAVIS PUBLISHING COMPANY, ONE PARK AVENUE, NEW YORK 16, NEW YORK • OR 9-7200 *est*. Then, through an appeal to the emotions and instincts, build *desire*. And finally get *action*.

A good ad writer knows that with every one of these four steps he needs a catalyst—to make the human alchemy work. This catalyst is called conviction.

But conviction is not gained by calling attention to the *means* of delivering the message to the detriment of the message itself. Conviction is not gained by calling attention to the writer or his style. Conviction is not gained by a style that's too breezy (often a failing of sports car and higher-income appeal advertising) or a style that's too stilted. ("But, sir, I purposely used all those big words to suggest quality. Gad, sir, if I were convinced that those horrid little Anglo-Saxon words were conducive to the expression of a quality image, it would be a simple matter to employ them.")

You Win No Medals

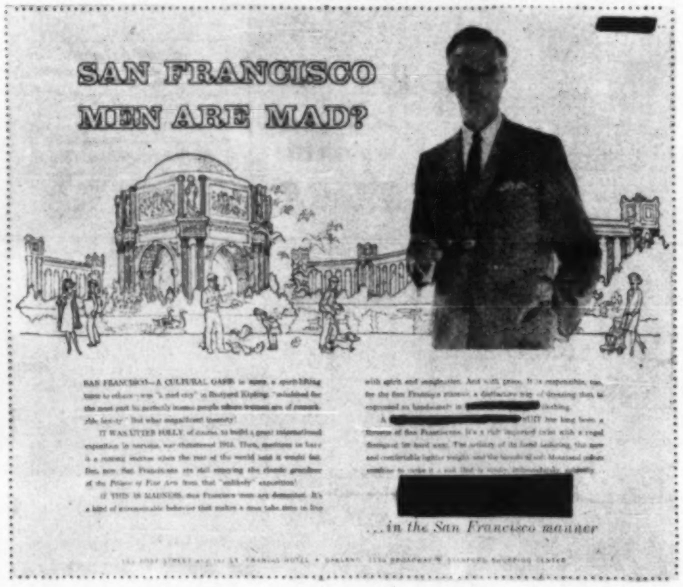
Conviction is gained by a sincere, orderly, logical progression of an idea which is supported by factual "reason why" copy. There must be a beginning, a middle and an end to the "story." There must be a "plot"—a continuity string which holds all the "pearls" together. Sentences must be written with little hooks which tie the sentences together. When a thought must be dropped for a few sentences and then picked up again, "signals" have to be planted at both of these points.

And now for the big surprise! Convincing copy is the easiest copy to write. All you do is get together a digest of fat-trimmed coherent sales arguments. You must sell yourself on these arguments. (If you can't sell *yourself*, you'll never sell anyone else. After all, *they're* as smart as you are.) Then, in the simplest language you know—with short words in short phrases in short sentences—you say what you want to say.

You may win no medals or prizes. You may spend a lifetime in advertising without ever having the finger of acclaim pointed your way. But you'll hear bells ringing on cash registers. And *there* is a joyous reward for your work which no award or tribute can ever match. #

Learning from the Retail Ads . . .

The 'Creative Exercise' Ad


[redacted]
SAN FRANCISCO
MEN ARE MAD?
[redacted]
[redacted]
[redacted]
...in the San Francisco manner

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

San Francisco men are mad, indeed, if they make ads like this pay off for their sponsors. In my many years of specialized concern with "what makes sales messages work"—retail and national, oral and printed—I have learned that whatever benefits may be gained by a store from irrelevant and immaterial approaches will be multiplied by competent, forthright, professionally selling approaches.

Since it is certain this ad couldn't have done much for the manufacturer or the store, let's at least make it yield a substantial lesson to this morning's class.

■ First consider: (1) if the last six lines of type in this ad were covered, one would have to guess what this ad was run to promote; (2) these clothes (it *is* a clothing ad) are so high in price the store is afraid to run the prices; (3) is it reasonable such good clothes have nothing worth saying about them beyond these final few words which would apply with equal propriety to almost any good clothing?

The ad harks back to 1915, when most men now in the market for these clothes were either in swaddling clothes or in adult imaginations. It's a little strained to assume that the characteristics of S. F. or of the men who populate it have not changed since then.

The thinking of men prior to 1915, who made the Palace of Fine Arts a reality, is the kind of thinking that creates the "unreasonable behavior of men who live with grace" (small "g"), thank heaven. That kind of thinking is responsible too for the San Francisco manner, "a distinctive way of dressing that is expressed so handsomely in 'DINGBATS' clothing."

Since "Dingbats" is a nationally distributed brand of clothes, if they represent a distinctive San Francisco manner of dressing, then they must be inappropriate in cities over the rest of the country.

Or is this just water from the great American guff stream? If, as the copy says, this suit advertised is "madly, immoderately, superbly . . . SMITH BROTHERS" (which is not the real name of the store), it is equally "madly, immoderately" JONES BROTHERS, and WHITE BROTHERS, and BROWN BROTHERS, in other cities—or it is immoderately inappropriate for those other stores.

What do you think? Is this an ad professionally put together to interpret and translate these clothes in the most interesting, persuasive way, for the best good of the reader, and of the store? Does it communicate clearly and with conviction the very best story that can be communicated for so much money? Is the ad developed out of the interests of the readers and the virtues of the merchandise, or is it developed out of a visit to some library and a yen to be "creative"?

This is a common mistake of advertising people who have never approached advertising academically. In my earliest advertising years, I can clearly remember trying to be creative instead of effective. But almost no books on advertising had been written then. And almost no copy research had been done.

If this kind of criticism distresses some ad creator, I am truly sorry, but it may be pointed out that any ad person who takes his business seriously could learn in his first year in the business what the literature of advertising clearly establishes: that you can't get more sell out of an ad than you put into it. And he would not so shamelessly thereafter expose his lack of advertising perception.

■ Hunch and intuition workers who approach advertising without some degree of *studious dedication* must expect sooner or later to learn their ads are wasteful. They deserve less sympathy than their employers, who are entitled to assume that "professional" advertising people understand how to sell "professionally." #

The Ordinary Brand

I am that "ordinary brand."

Long an object of derision
In the ads on TeleVision—
If it's cereal or soap,
I am left without a hope
Of *ever* getting off the shelf
So you'll try me for yourself!

According to the glib emcee,
No-one "walks a mile for me"—

No housewife waves aloft a shirt
Saying *I* "got out the dirt"—
If a pen—I'm "never good";
At crucial times I "stick."
(As razors go, I could I know,
Shave just as well as Schick)—

It's no matter *what* the issue
Lipstick—lotion—cream—or tissue
Boxed—bottled—rolled or canned,
I'm just that *ordinary* brand!
—Lucie B. Snyder

Agencies Ask Us . . .

How to Split-Run Your New Business Operation

By Kenneth Groesbeck
Advertising Agency Consultant

Lots of agencies are having their New Year's good resolutions in the form of better new business procedures, judging from the demand for new ideas in this important area. Well, here's one for you that you may not have thought of. *Apply to your own agency promotion a comparative test procedure similar to that which you use on your regular advertising campaigns.*

Kenneth Groesbeck

Most of us agree that there are two main solicitation techniques which work best for agencies—letters and telephone calls. Right? I mean, of course, procedures leading up to the personal meeting. Certainly the least expensive ways to bring your agency to the favorable attention of prospective clients are these two.

Quite a distance behind them, and more expensive, are any general publicity procedures, sending out expensive proofs or elaborate printed matter.

Behind them also are the various forms of house organs. This, however, is true only because very few agencies are skilled enough, editorially speaking, to turn out a really effective house organ. The format ought to be fully as effective as letters and phone calls, and the proof of this fact is the success of such a publication as "Grey Matter." The exception however, seems to prove the rule.

■ I assume you have an authentic mailing list of prospects, kept up to date and of impeccable accuracy as to name spelling, titles, and the like. *Split this list into two divisions. Cover one with your customary letter campaign, and the other by means of telephone calls.*

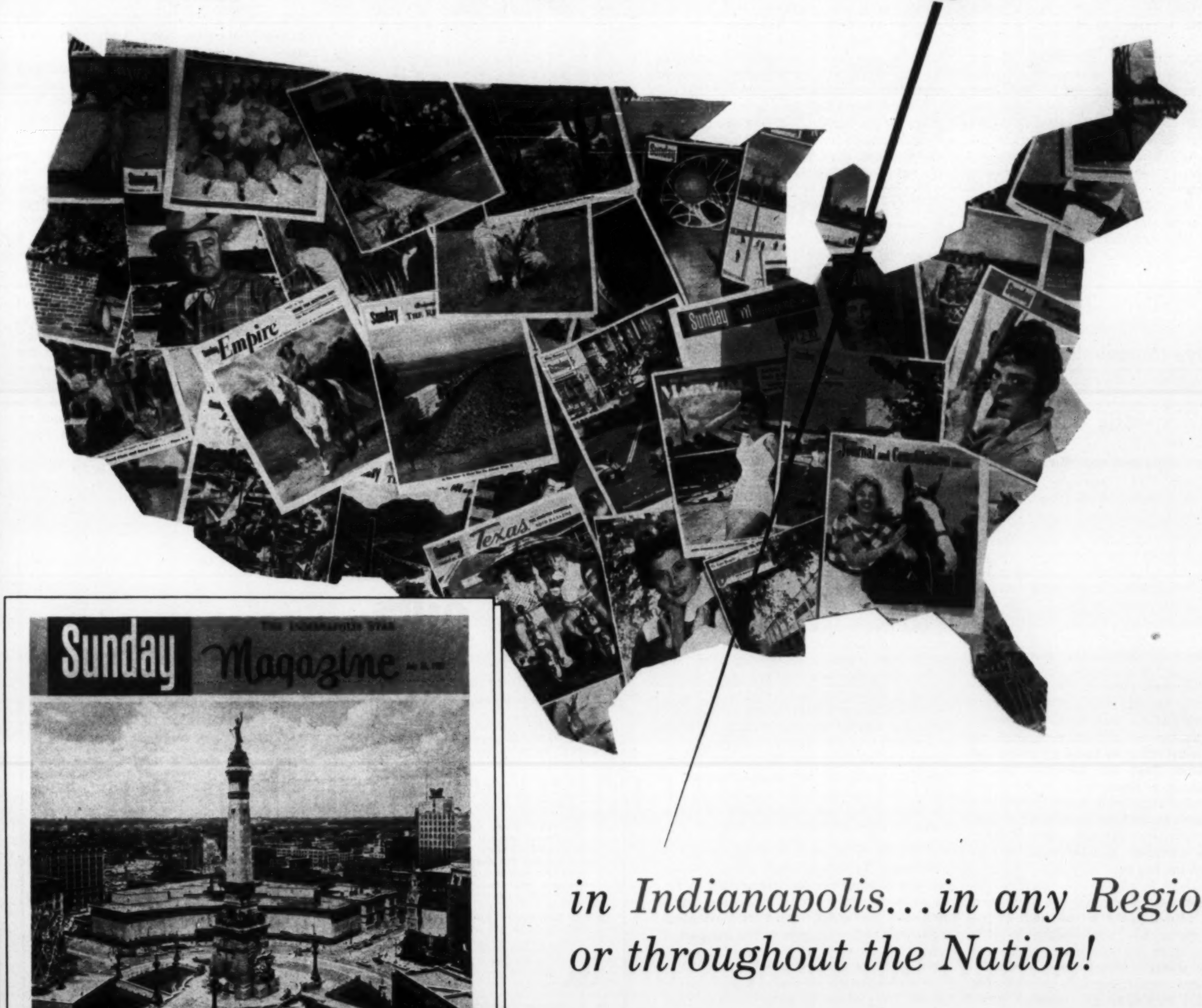
Right off the bat these facts will show up: the phone campaign is more time-consuming and more expensive than the mail operation. It is certainly also more difficult.

So in comparing your results, remember that you are examining two techniques quite dissimilar in cost. So if the phone solicitation costs four times what the mail campaign costs, you must expect at least four times the results from it.

The art of telephone solicitation is still so much in its infancy that I am sure you will welcome some suggestions on how to handle it. These will be old hat to the telephone people, who have been training their personnel along these lines for so long and with such signal success. The

pinpoint magazine coverage in your market(s) with...

locally edited gravure magazines


Sunday
Empire
Texas
Journal and Constitution
Sunday
The Indianapolis Star
Magazine
City's Summer Centerpiece

in Indianapolis... in any Region or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best . . .

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE average business man, however, still needs telephone training.

First, a few fundamentals. Remember "The Voice with the Smile Wins?" Never, but never, use anyone in telephone solicitations except a person with a pleasant, easily understood voice, and a personality such as that type of voice expresses.

■ The next fundamental is psychological. Most phone solicitations are "cold turkey" without even your personal presence to help break down the bars. Into the privacy of a man's business office comes a completely strange voice (one assumes you have been smart enough to get by the guardian secretary), and this voice starts right in talking about a matter on which the recipient has, probably, no desire to talk.

More often than most of us realize, this strange voice is not easily understood, and the conversation gets off on the wrong foot with "Who is this? What do you want to talk to me about?" and "Sorry, I don't get you."

All this is very, very bad. Worse, far worse, than if you hadn't made contact with your prospect at all.

■ Bearing these horrible pitfalls in mind, here is one proper approach. Speaking slowly and distinctly, say: "Mr. Jones, thank you for letting me talk with you. This is Jim Smith. I'm with the XYG Advertising Agency in (city). In one of our marketing operations recently we encountered your product under such-and-such circumstances. (Here utilize a price situation, a competitive operation, a store promotion or whatever else you have dug up. Be sure it is authentic, new, and of some importance.) We have an idea which grew out of this situation. May I come to see you about it?"

In this approach, notice (1) your disarming and courteous thanks for the prospect's time, (2) your clear identification, with no attempt at camouflage, (3) your immediate mention of a possible idea of value applicable to his business, (4) and your direct request for an appointment on a business matter of legitimate importance.

This is the type of approach which almost invariably pulls a friendly response from the prospect. This response will vary all the way from "Sorry, not a chance" to "All right, we're not changing agencies, you understand, but we never refuse to listen to anyone who can help us build our business." Which, at this stage of the game, is tops in success.

■ I don't know how many times I have telephoned, cold turkey, to presidents of multi-million dollar corporations using this direct and sincere approach, to be met often with a hearty "Thank God for a guy who wants my business and has guts enough to ask for it." You know, the bigger they are, the easier they are to approach—provided you talk their language. If you don't, you usually don't even get past the switchboard operator.

I think there will be a great increase in telephone solicitation during the competitive '60s, and considerable improvement in over-the-wire techniques. Personally, I'm all for it. However, don't take my word for it. Test it out competitively against any other method you have found effective in your new-business work. Just be sure you do it right. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Account Man

Most Account Men are of no account when
An agency really needs thinking.
They greet each impasse by grabbing a glass,
And drinking until they are stinking.

We Need a 'Non-Advertising' Word . . .

Can Semantics Help Our Image?

By John D. Yeck
Yeck and Yeck, Dayton, O.

For years advertising people have been upset about the public's attitude toward advertising. We point out that most advertising is good, valuable, helpful, etc., etc., etc., and that only a small part is deceitful, misleading or crooked.

Yet, in a way, we continue to find ourselves on the defensive when someone takes a stick to advertising and uses, as examples, some of these marginal practices.

We seem to think that we must defend "advertising" against these attacks. Instead, I believe we should try to tar this stuff with another brush.

■ Generally, we define it as bad *advertising*, untruthful *advertising*, immoral *advertising*, *advertising* in bad taste, etc.

Psychologically, we are asking people to make a distinction between good and bad aspects of the same thing . . . advertising.

Doctors don't make them do that. They talk about medicine and *dope*. Neither do church people. They talk about missionaries and *fifth-columnists*. Lawyers talk about attorneys and *shysters*.

Wouldn't we think doctors silly if they called people-who-prescribe-morphine-in-dark-alleys "bad physicians" or "immoral medical men" instead of "dope peddlers?"

■ We make point-of-view distinctions with our words all the time, of course.

If a man agrees with us, he's *determined*, otherwise, he's *stubborn*—never determined-against-us. The one word has developed a good connotation, the other word a bad one.

You can think of better examples and I won't labor the point. I know you understand what I mean.

Of course, this is "just semantics." But that's what semantics is for—to make it *easy* to distinguish between one thing and another.

■ If advertising people are half as smart as we think we are, we ought to be able to get a *name* to call the things we don't like without hurting ourselves.

That would leave the word "advertising" for use only with things that have a good connotation.

I don't know exactly what to call the stuff-we-don't-like. I've called it "badvertising," but I'm not sure that's best because the connection is still there. Probably it shouldn't even have an "ising" in it. Perhaps the best word would be "chincanning" or "con-ery" or some coined derivation of cunning, craftiness, slyness or some such, which would not be libelous but would put the practice of deceitful, untruthful and immoral "advertising" in its place.

Maybe the Greeks had a word for it, or perhaps one of AA's readers can come up with a good one. The floor's open. #

Employe Communications . . .

Customer Film Is Good Employe Fare

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Every once in a while the fabricator of the annual report for stockholders is ordered by his management to broaden the appeal of his product to attract additional publics, particularly employes. Keep it sober-sided enough, so the admonitions go, to appeal to the investment trust with 10,000 shares and the spinster with 10, but be mighty sure that Joseph Zipotas out in the foundry can savvy it all in a single reading.

Something of the same problem of meeting dual audiences with a morsel palatable for both must often be faced by industrial film-makers. They are asked to get as much mileage as possible out of the product, by cultivating with equal fervor the board chairman and the dock hand. If you have ever writhed through some of these cinematic dilutions, you have an idea of how tough the job is.

■ The most refreshing step we have seen taken in recent years in the field of industrial films has been taken by the Santa Fe. Here the film-makers decided that they wanted to tell one audience—the shippers—what Santa Fe provides for them in the way of speed, economy, service and personal interest. The result is a picture called "All the Way." It doesn't waste the viewer's time with a half mile of mood shots. It doesn't anesthetize the prospect with big words about the incomparable beauty of doing business with the Santa Fe. It doesn't attempt to sneak in any subtle plugs for the American way of life, or to suggest that this is a film dedicated to the clarification of the corporate image.

This is a down-to-earth, to-the-point film that tells the story of Santa Fe to the shipper. It tells him what the railroad offers in the way of modern rolling stock, efficient communication, superior shipping methods. It talks its improved refrigerated cars, its specialized equipment, its reduction in running time across the country. It shows how shipments are speeded through faster routing of cars, through fast diversion of shipments. Because the loads these days are heavier, because trains move faster than ever, the Santa Fe shows what it has done and is doing to modernize and maintain its roadbeds. It shows what it is doing for agriculture, for the automotive industry, for the manufacturers of heavy equipment. It shows the training and development program for railroad personnel, designed to make the personnel more efficient and thereby better able to serve the guy who happens to be looking at the picture.

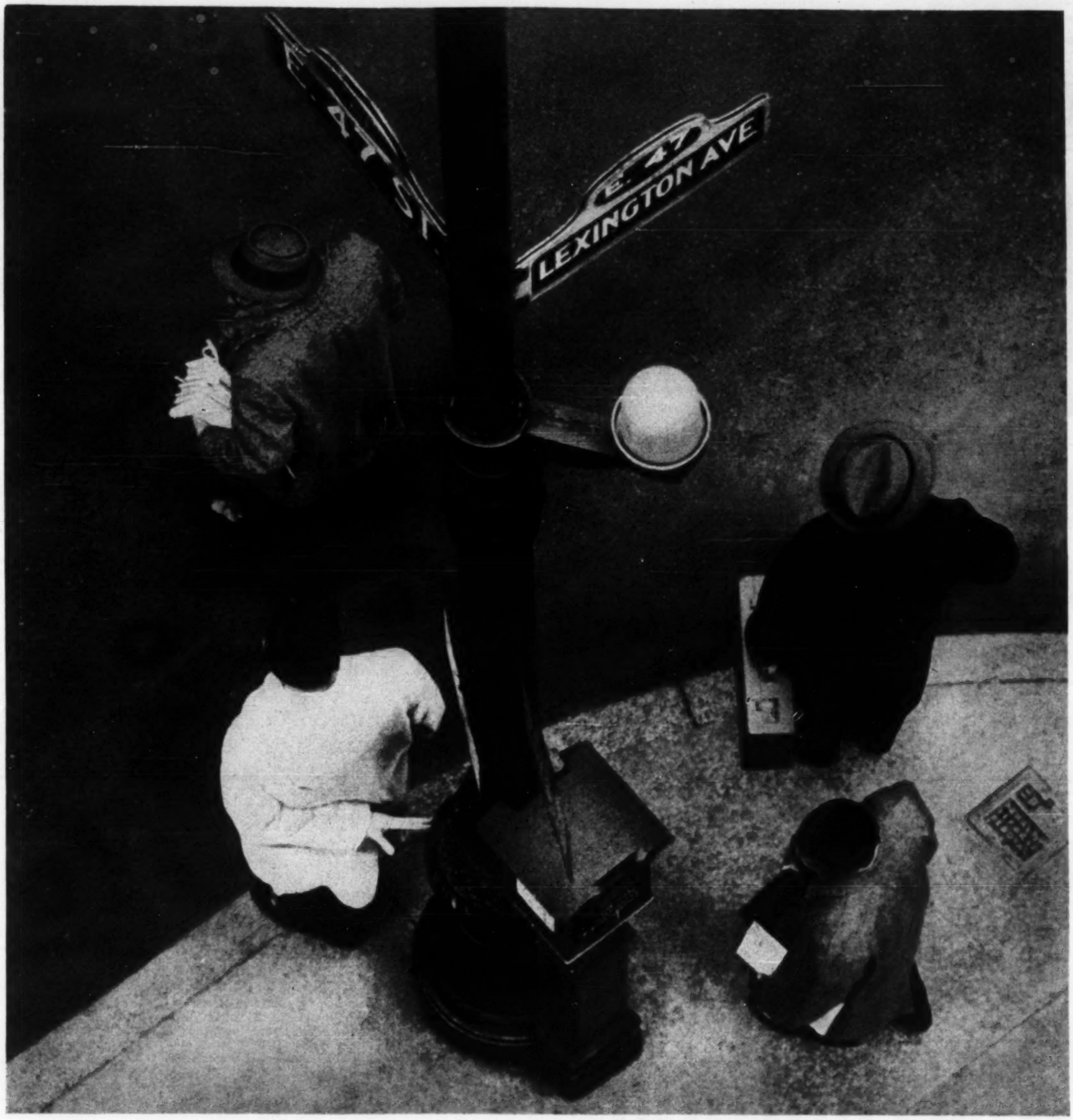
■ "All the Way" was built for one purpose only: To interest and—of course—to sell the prospective shipper on Santa Fe. Its authors said: "Let's stick to the single audience. Let's not divert our attention from that basic audience in the interest of capturing a second. If we win the second, we might lose the first."

What happened, communications people should be pleased to know, is that they seem to have made a good dent on both. The shipper audiences like the picture because it concerns itself with facts. The employe audiences (to whom it is now being shown) like it because the picture describes the very services the employe group provides; thus it generates employe pride of product. And the authors of this column like it because the men who produced it had something to say and wasted no time in getting it said. #

BIZ QUIZ

Answers to the questions on Page 76.

1. (C) Rising incomes, new compact models and suburban trend are expected to account for 6,700,000 cars, making 1960 second only to 1955 in automotive output.
2. (C) Most Americans are favorably inclined toward advertising, especially in the higher income and educational groups.
3. (A) When Edsel gave up the ghost last year it was reputed to have cost Ford more than $300 million, of which $250 million represented the cost of introduction. However, the expenses of launching the Big 3's compact cars for 1960 are estimated at about $333 million each.
4. (A) Esquire led with 186 pages, followed by Holiday with 149 and Ebony with 104.
5. (A) Radio Advertising Bureau reports that 63% of spot radio commercials are full minutes. Only 6% are 30 seconds and 12% run to 10 seconds.
6. (C) Gillette maintains that prize-fighting is the only tv program which is watched by more men than women.
7. (B) After many tests Schwerin Research Corp. has concluded that tv advertisers are more likely to wear out a commercial than discard it too early, although both dangers exist.
8. (C) Sunday papers add up to 46.5 million. Morning, 16.6 million. Evening, 28.4 million.
9. (A) ANPA claims that "more newspapers are sold each day than packs of cigarets, loaves of bread or bottles of milk."
10. (B) Cigarets pop out the most with $840 million last year. Next are soft drinks at $632 million and candy, $225 million.
11. (B) Los Angeles reached $8.8 billion in 1958, passing Chicago's $8.4. Philadelphia was next with $4.7.
12. (B) Yellow gets attention more quickly than any other color and can be seen from the greatest distance. However, Color Research Institute points out that these qualities do not necessarily mean great appeal or high preference.
13. (A) And it makes a cheaper cut.
14. (B) South Africans are the heaviest smokers in the world. They and Americans smoke more than the British . . . yet Britons have a higher lung cancer rate.
15. (A) At maturity girls now average 1.4 inches taller than their mothers. Boys measure one inch higher than Pop.
16. (C) There are now more than 44 million Americans going to school.
17. (B) Men buy 2 pairs of shoes a year but the distaff side more than doubles the quantity.
18. (C) Face value of life insurance policies has passed the half trillion mark.
19. (B) The sole source of British radio continues to be non-commercial BBC.
20. (C) Gallup reports these figures for people who were reading a book at the time they were surveyed: 55% for England, 45% for Germany, a dismal 17% for America.



DO YOU FURTIVELY TOUCH LAMP POSTS?

Do you go back a block to touch the one you may have missed?

Does the phrase, "step on a crack and break your mother's back" have you hopping down the street?

Do you own a lucky tie or hat that almost guarantees success?

If so, relax! You're not crazy.

The dark little parts of you that come from centuries past are cropping up in your bright, shining modern personality.

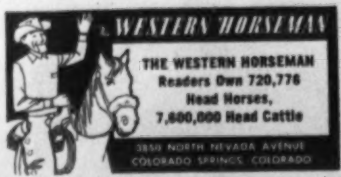
They simply prove that you're wonderfully complex, wonderfully human.

The point is . . . when you try to communicate with a person it's important to know his hidden drives and superstitions, his emotions as well as his intellect, in fact everything within his mind that affects the meaning of your message.

This appeal to the whole personality is part of the process that we at McCann-Erickson call *The Personal Approach.*

We hope our message has come through, knock wood.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH



THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,600,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Northern Attributes Sales Rise to Saturation Promotion

Sales increases of 100% and more on Crestwood electric blankets in Sacramento, Dothan, Ala., and Shreveport, La., were attributed to the direct results of a saturation advertising campaign carried on in these areas in early December by Northern Electric Co., Chicago. The promotion used spots on radio and television and newspaper advertising.

Northern said that based on results of the program, additional saturation campaigns in different markets will be included in its 1960 advertising plans. Stern, Walters & Simmons, Chicago, is Northern's agency.

You See What's Happening At A Glance!

- ★ BOARDMASTER Visual Control Saves You Time, Money.
- ★ Gives Graphic Picture of Your Operations. Stops mixups.
- ★ Simple to Operate. Write on Cards, Snaps in Grooves.
- ★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
- ★ Made of Metal. Compact and attractive. Over 500,000 in Use.

Full price $49.50 with cards

FREE 24-page Illustrated BOOKLET No. BG-10 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Yanceyville, North Carolina

Kahl Heads ANA Committee

Robert Kahl, vp in charge of marketing, Borden Foods Co., has been appointed chairman of the advertising research committee of the Assn. of National Advertisers. The committee will hold a one-day workshop on "Advertising Evaluation" at New York's Hotel Sheraton-East Jan. 27.

Lavenson to Move Offices

Lavenson Bureau of Advertising, Philadelphia, will move its offices Jan. 18 from 1212 Chestnut St., to 116 S. Seventh St.

McKenzie Ruppe LaVene
Skade

SIGNATORIES—*Signing final legal documents in the merger by which Fuller & Smith & Ross acquired Stromberger, LaVene, McKenzie, Los Angeles (AA, Dec. 7). Participants are Charles M. Skade, F&S&R senior vp-administration; Don McKenzie, and Norval LaVene, new F&S&R vps, and Edward Ruppe, secretary of F&S&R.*

It's true that people make markets, BUT they do not become customers until they are REACHED and SOLD

in AKRON
only the BEACON JOURNAL
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence.

TOP TEN BRANDS

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY 165,373
SUNDAY 175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

1 Color and Black ▽ 2 Colors and Black ▽ and Full Color ▽ available in all Daily and Sunday issues

**Source 1959 Sales Management Survey of Buying Power.*

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher
Represented by Story, Brooks & Finley

Overnight 1st Class Mail Impossible Unless We Can Fly Some of It, P.O. Warns Congress

WASHINGTON, Jan. 12—Members of Congress who returned to their desks last week were greeted by a special Post Office Department report which finds that really fast nationwide mail service is unattainable until the department has permission to move mail freely by air.

A product of more than a year of extensive study and experimentation by the department's top transportation experts, the special study of the mail movement problems outlined a plan for achieving overnight mail delivery throughout the country, provided the department has freedom to develop a transportation pattern suited to the needs of the mail.

■ Several times in the past, Postmaster General Arthur Summerfield has told Congress that postal service will break down unless it can be freed from reliance on deteriorating rail schedules. His past proposals to fly all mail, including a proposal for a 5¢ "all mail by air" rate got little encouragement.

To pinpoint the kind of service currently available, the postal people ran a series of more than 1,000 mailing tests, timing first class and air mail movements in a nationwide network of 24 cities. The analysis showed that even though mail was posted by 5 p.m., the present schedules provided overnight delivery for only 3.3% of the first class mail, and only 22.1% of the airmail. Less than half the first class surface mail could be guaranteed delivery by the second day.

■ The report stresses that postal service is a constant race against time. Analysts found that mail collected at 5 p.m. ordinarily isn't ready for shipment until 10:50 p.m., and that it must arrive at destination by 3:40 a.m. if residential area delivery is to be achieved.

"If next day residential deliveries are to be made, an average of only four hours, 52 minutes can be allowed for transportation of first class mail and four hours, 35 minutes for airmail between the 24 cities," the report said.

After allowing for time differences, the report said, this leaves eight hours for transportation of westbound coast-to-coast mail and less than two hours for eastbound.

■ On the basis of mailing tests, the report notes that 49.8% of all airmail and first-class mail could have overnight delivery under present transportation arrrangements if the Post Office were permitted to fly it. Another 41.5% would get delivery by the second day, while 8.7% would still need three days.

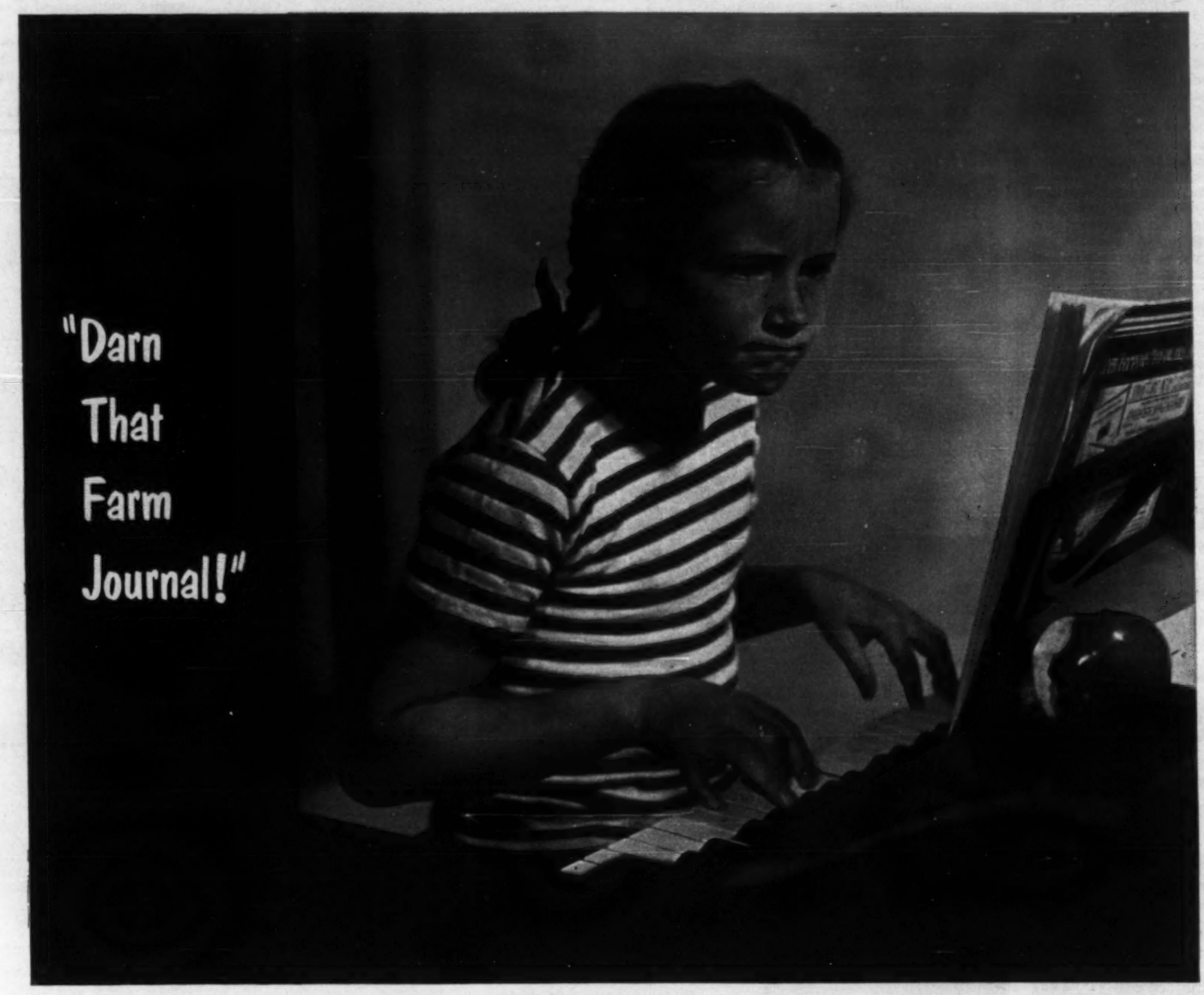
The solution in the report is an entirely new transportation pattern suited to the needs of the Post Office. Expanding the routing theory now being utilized in the department's metropolitan area "overnight delivery" system, the study proposes a single integrated postal transportation system blanketing the entire country. It would be based on 62 national transportation centers, generating 80.5% of the postal revenue and accounting for 69% of the population. From these primary centers, smaller communities serving the remainder of the population would be served.

■ As a starter, the plan calls for a scaled down plan involving 24 key national transportation centers now inter-connected by satisfactory airmail and highway service. These generate 75% of the postal revenue and reach 65% of the nation's population.

Under the plan, first class mail and airmail would be combined in a new preferential-mail class, which would move by most expeditious transportation for overnight delivery anywhere. The plan calls for conferences with transportation media to obtain schedules suited to the needs of the Post Office. Surface mail would be used within each service area, but most inter-area movement would be by air publications, special delivery parcel post and special handling parcels would also receive expeditious handling, second only to preferential mail. Circulars, parcels and other "non-preferential" mail would be handled "in an economic manner, in accordance with regular dependable schedules upon which mailers and addressees alike can depend." Mechanized processing would be an important consideration in planning the movement of bulk mail. #

Ciba Names Ernest Grob

Ernest C. Grob has been appointed to the position of assistant to the vp in charge of marketing of Ciba Pharmaceutical Products, Summit, N. J. Mr. Grob, a native of Switzerland, joined the Swiss-owned company in 1939 and has been in the U.S. since 1949. He was previously manager of two Ciba subsidiaries, Ciba States Export Corp. and Supramar Chemicals.



Janice Christensen of Page County, Iowa, as featured in Farm Journal

Janice Christensen is furious! Having to practice when she could be out playing. In many ways, youngsters (and mothers) are the same everywhere.

Prosperous farm families provide a grand market for baby grands—and just about every other consumer product imaginable. Their wants are big. Their purchases are big. (The average FARM JOURNAL family *spends* more than $13,000 per year.) They buy the best.

If you sell a consumer product, don't overlook this high-buying market. The ground rules for profitable selling are simple: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL, *the biggest in the country.*

A FEW OF THE MANY CONSUMER ADVERTISERS IN FARM JOURNAL

Baldwin Pianos • Lucky Strike • New York Life • Dodge Niagara Health Appliances • Speed Queen • Toastmaster Western Auto Supply Co. • S & H Green Stamps • Murine Carnation Company • Gamble-Skogmo • State Farm Mutual Simplicity Pattern Co. • Ford Motor Company • Dristan Knox Gelatine • Jergens Lotion • Del Monte • Kem-Tone Norwich Pharmacal • Anacin • Philco • Coats & Clark's Seven-Up • Winstons • Chevrolet • Fleischmann's Yeast Vaseline • Mirro Aluminum • Colgate • Kellogg's.

**The magazine
farm families everywhere
depend on . . .**

FARM
JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President

Aim at Specialized Segments of Market, Boynton Recommends

SAN JUAN, Jan. 12—Advertisers who aim at mass audience coverage are only diluting their ad dollars' effectiveness, James J. Boynton, vp and ad director of Fawcett Publications said today.

Speaking at a Fawcett sales conference here, Mr. Boynton said the "era of the specialized market is dawning" and that advertisers are finding it more profitable to "pick segments of the market and develop them deeply and intensively.

"Advertising directed at a specific segment of the population can be more productive than aiming at complete mass," Mr. Boynton said. Noting that "not everybody is a prospect for every product," Mr. Boynton asserted that media geared to the vertical and not the horizontal approach produce more response to the advertiser's message. #

Carey Sets Campaign

Philip Carey Mfg. Co., Cincinnati, has scheduled a nine-page ad section in the January issue of *Progressive Architecture*. The ads, via Farson, Huff & Northlich, Cincinnati, feature a "building prototype" series in which architectural companies commissioned by Carey design projects incorporating new architectural techniques.

Smith, Hagel Names Two

Sue Mairine, formerly with Oliver Kemit Hotel Associates, has joined the copy department of Smith, Hagel & Knudsen, New York. Smith, Hagel also has named Jack A. Gelber, formerly with Dobbs Advertising, Production manager.

Donovan Retires from Hearst

Edward R. Donovan, a specialist in financial, insurance, transportation and travel advertising with the Los Angeles office of Hearst Advertising Service, has retired after 34 years with the Hearst organization.

Grune to 'Reader's Digest'

George V. Grune, formerly with Continental Can Co., has joined the New York ad sales staff of *Reader's Digest*.

WTRF-TV STORY BOARD

The guest of a dude ranch and an old Western guide were preparing to camp overnight in rattlesnake country. "Jake," asked the tenderfoot "is there any other cure for snakebite beside drinking whiskey?"

Jake looked at him and drawled, "Who cares, son—who cares?"

Wheeling WTRF-TV

The heaviest burden some women want to shoulder is a mink coat.

Wheeling WTRF-TV

Rich and busy? The Wheeling WTRF-TV Market sure is. TWO MILLION PEOPLE with an annual spendable income of over 2½ BILLION DOLLARS live in this 36-county area. These folks see and react to WTRF-TV advertising.

Wheeling WTRF-TV

Cannibal comment: "I love my fellowman, medium rare!"

Wheeling WTRF-TV

Renoir, the great French Impressionist, was once asked how he knew when a nude portrait was finished. Replied the master, "When I stop painting and feel like pinching, I know it is finished."

Wheeling WTRF-TV

Buying audience? $1,725,286,000 in retail sales are rung up annually in the Wheeling WTRF-TV Market. Wanna SELL? Ask George P. Hollingbery for WTRF-TV specifics.

Wheeling WTRF-TV

"Eat it dear," a mother said to her finicky child, "just pretend it's mud."

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Teens Ignorant of U. S. Business, ORC Reports

Opinion Research Corp., Princeton, N.J., reports, "Teen agers have little knowledge of what America's leading companies are and how they function." ORC said a recent nationwide study it conducted showed that only three of 24 leading companies "were well known as institutions to more than a quarter of the teen agers interviewed."

Peabody, Bell Join Durham

Stuart Peabody and Franklin Bell have joined Robert Durham Associates, New York, as senior management consultants in advertising and marketing. Mr. Peabody, onetime director of advertising of Borden Co., is a past president of the Assn. of National Advertisers. Mr. Bell was director of advertising of H. J. Heinz Co. for 28 years.

EIA Sponsors Students

Twelve members of Eastern Industrial Advertisers, Philadelphia chapter of the Assn. of Industrial Advertisers, will act as hosts for a month to foreign students interested in American business methods. The students will stay at EIA member homes while touring the city. Then they leave for a six-week course at Syracuse University.

Lowe, Stevens Adds Two

Lowe & Stevens, Atlanta, has been named to handle advertising for Escambia Chemical Corp., New York, and Duval Sulphur & Potash Co., Houston. The appointment was made by Ashcraft-Wilkinson Co., Atlanta, sales agent for the two companies. Lowe & Stevens succeeds Liller, Neal, Battle & Lindsey, Atlanta.

Kieffer-Nolde Elects Kieffer

Donald E. Kieffer, exec vp of Kieffer-Nolde Engraving Co., Chicago, has been elected president, succeeding his father, Edward, who becomes chairman of the board. Before joining the company Mr. Kieffer was a vp of Feature Merchandising Inc.

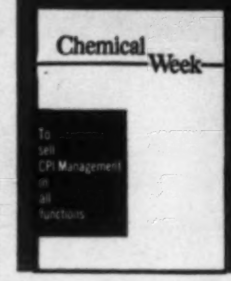
Longman Named President

William M. Longman has been named president of Central Surveys, Shenandoah, Ia., opinion research company. He succeeds Charles E. Parker, founder of the company, who moved up to chairman of the board. Mr. Longman joined the company in 1947.

"Monday to Friday"...

for sellers
to the
Chemical
Process
Industries

JANUARY 1960



FORECAST '60?
GROW! GROW! GROW!

"Boom year ahead!" say top economists and industry leaders. So does CHEMICAL WEEK's own economic task force. Look for new highs in production, sales, research and after-tax earnings for the U.S. as a whole—for the Chemical Process Industries in particular. GNP should average $515 billion—industrial production will be up 9%—capital spending, $4.5 billion higher. For the CPI . . . output will jump 10% to a record $98 billion—physical volume, 8%—chemical expansion, 8% over '59. Outlook's rosy all around—there are "iffy" factors but not many our economy can't take in stride. For the full story, write CW's Research Dept.—ask for "Forecast 1960".

MANAGEMENT
OPTIMISTIC
AFTER FAT '59

The ozone is loaded with happy omens. Chemical-producing management's confident mood is reflected in the flock of corporate moves to increase and add dividends. And good health smiles in financial data from a number of companies. All evidence says last year's payout should exceed the previous peak of $925.7 million in '57.

Du Pont's total common share dividends for '59 were $7, against $6 in 1958. Hercules Powder's total payout was $1.30, compared with $1.10 for '58. Metal & Thermit, Merck, Smith Kline & French, to name a few, stepped up quarterly dividend rates. And CPI earnings statements, pretty much across the board, reflect the high level of business activity.

HOW BIG
IS YOUR
CPI MARKET?

CHEMICAL WEEK is just wrapping up the answer in a 120-page detailed analysis that's tailored to order for sales and advertising managers. Here is your Chemical Process Industries market . . . by number of plants, employees, individual industry segments, primary and secondary products . . . geographically, by regions, states and major metropolitan areas.

It's the up-to-date census you've long wanted to measure your market, determine potentials, set quotas, realign sales territories and do a host of other basic marketing jobs. Copies will be available soon from your CHEMICAL WEEK representative. Ask him to send you the "1959 McGraw-Hill Census of Chemical Process Plants."

EXPANSION HIGHSPOTS

Carbon Black: Phillips Chemical Co. building a 60-million-lbs./year carbon black plant near Orange, Tex.

Cement: Calaveras Cement Co., a Flintkote division, will construct a $14-million cement plant at Redding, Cal.

Chlorine, Caustic Soda: Olin Mathieson Chemical Co. (New York) to begin multimillion-dollar expansion at McIntosh, Ala.

Glass-Fiber Yarns: Owens-Corning Fiberglas Corp. planning a several-million-dollar Fiberglas yarns plant at Aiken, S. C.

Toiletries: Colgate-Palmolive Co. has embarked on a million-dollar construction program for its Jeffersonville, Ind. plant.

Nylon Chemicals: Du Pont of Canada spending $400.000 to expand facilities at Maitland, Ont.

Car News Bureau Formed

A special New York Lincoln-Mercury Dealers Assn. news bureau has been set up to handle dealer news and community relations on a local level, for the 151 members of the association. The news bureau operates within the sales development and promotion division of Kenyon & Eckhardt, New York. In originally reporting the formation of the news bureau (AA, Dec. 7), AA did not make clear that the new group was for news dissemination. The dealer group has been in existence since 1947.

NAB Tells FCC 372 of 518 TV Stations Back Code

WASHINGTON, Jan. 12—The National Assn. of Broadcasters advised the Federal Communications Commission last week that 372 of 518 operating commercial television stations now subscribe to the NAB code.

NAB President Harold E. Fellows noted that this is an increase of 101 stations since the current code membership drive got under way in November. He predicted the list will continue to grow, as stations demonstrate "the industry's determination to regulate itself."

NAB also announced that its radio board has ratified new sections of the radio standards of good practice drafted by the standards of practice committee to guard against payola and other deceptive devices. The amendments were approved in a mail ballot. Two other proposals—opening the radio standards to stations which are not NAB members and providing for the enforcement procedures—were not covered by the mail ballot. They are to be taken up at the next meeting of the board. #

Moloney, Regan Boosts Brandt

Carl Brandt, formerly of the New York staff of Moloney, Regan & Schmitt, newspaper representative, has been appointed manager of the company's Philadelphia office.

Two Join Victor Bennett

Louis D. Buffington, formerly creative supervisor of Amos Parrish & Co., and Henry Arnau, formerly with McCann-Erickson, have joined the copy staff of Victor A. Bennett Co., New York.

Campbell Plans Drives for Swanson, Franco-American

Campbell Soup Co., Camden, N.J., is tying in advertising for its Swanson chicken with Pillsbury Co. hot roll mix. Color pages featuring recipes will run in February issues of *Better Homes & Gardens, Everywoman's Family Circle, Ladies' Home Journal* and *McCall's*. In addition, a coupon worth 6¢ on the purchase of any Swanson chicken product will be included in packages of Pillsbury hot roll mix. Tatham-Laird handles Swanson; Campbell-Mithun has Pillsbury's hot roll mix account.

Campbell is also running a free spaghetti bib offer for two labels from cans of Franco-American spaghetti. The offer will be featured in page ads in *Everywoman's Family Circle* and *Woman's Day* in February. Color pages are also scheduled throughout the year in *Look*. On tv, Campbell will promote its offer on "Lassie" (CBS-TV). Leo Burnett Co., Chicago, is the Franco-American agency.

"Monday to Friday"...

Paper Chemicals: Pennsalt Chemicals Corp. about to make decision on its proposed $10-million plant at Squamish, B.C.

Gas: Shell will spend $1 million expanding its Sheridan cycling plant near Houston, Tex.

Gasoline: Tidewater Oil Co. building a $1.5-million gasoline plant at Terrebonne Parish, La.

Film: Goodyear Tire & Rubber to expand vinyl film production facilities by 50 %

NEW PRODUCTS/ STRONGER SALES

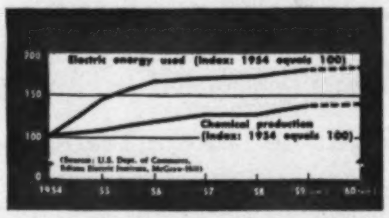
NEW
PRODUCT

In a field where new product development is so conspicuously successful, a fascinating question is . . . "Where do all the new product ideas come from?" Surprisingly, sales staffers rank a strong second as idea-sources, right behind research and development. This came to light in a recent survey of U.S. companies by the American Management Ass'n.

Results also pointed up some revealing distinctions between chemical processors and business and industrial firms in general — CPI companies expect more from new products, put more stock in developing specially tailored products aimed at specific markets and are more intent on putting out lower-cost products. Lots more intriguing detail. If you'd like all the facts, write for a copy of "How New Products Strengthen CPI Sales".

KILOWATTS AND CHEMICALS

In previous years, power shortages and failures caused by blizzards have been rough problems for chemical process companies. But now, no matter how fierce the weather, plentiful industrial-rate power seems assured—particularly for those areas



where processors have concentrated their principal electrochemical and electrometallurgical operations. Here's a rundown on power prospects in some key CPI areas:

Tennessee River Valley — TVA reports an additional 1 million kw. of generating capacity in service since Jan. 1, '59 — "considerably more than the probable increase in load". *Ohio* — Cleveland Electric Illuminating boosting generating capacity by 112,000 kw. to supply all the industrial power its customers want. *Pacific Northwest* — Bonneville Power Administration and other prime power producers have surplus power on hand — are in the market for big new industrial customers.

There's more but these will do for samples. No worries now about sleet and snow slowing down the CPI this winter.

WHAT'S YOUR LINE? MAYBE CW CAN HELP . . .

Sell equipment? Plant sites? Engineering services? You name it and CHEMICAL WEEK has marketing aids to match your need. Right now fresh, new presentations and research studies on . . . *Equipment* (multiple products)—*Engineering & Construction—Plant Site Selection—Fork Lift Trucks & Front End Loaders — Process Control Systems — Heat Exchangers — Pumps — Protective Coatings* — if you sell any of these, ask your representative (or write CHEMICAL WEEK Research Dept.) for your copy. If your product isn't listed, ask for the *Index of Market & Media Research*.

READER FEEDBACK

High readership per ad dollar invested is a matter of intimate working knowledge of copy-layout techniques, and the instinct-training to apply the most effective to a given situation. So, from McGraw-Hill's "Reader Feedback" interviews on a recent issue of Chemical Week, two interesting, contrasting cases:

PFAUDLER-PERMUTIT — Basically editorial-type presentation . . . **"New through Fluidics — ULTIMATE WATER."** Subhead equally straight . . . **"20,000,000 ohms resistance — makes distilled water seem salty."** Layout emphasis heavy on "ULTIMATE WATER" — otherwise conservatively handled — long text, small halftone of equipment. As purposeful as any good editorial piece.

ULTIMATE WATER

PFAUDLER PERMUTIT INC.

USS CHEMICALS—Magnificently-handled spread, dramatic shadow photography, exciting headline, **"How to start a heart that stops".** Unusually interesting text on a new drug, "Epinephrine" and USS Chemicals' role in the pharmaceutical field. Do chemicals merit such splendid treatment? Is this approach effective? As we appraise it—more corporate image than commercial sell — "Yes!"

For CPI-Management in all functions . . .

Chemical Week

A McGraw-Hill Publication (ABC-ABP)

CROWELL COLLIER
BROADCAST
DIVISION

First in Contemporary Communications

KFWB
Channel 98
Los Angeles

KEWB
Channel 91
San Francisco
Oakland

KDWB
Channel 63
Minneapolis
St. Paul

Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

December Weeklies

Weeklies, Bi-Weeklies, Semi-Monthlies

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Commonweal	12.7	15.6	208.8	180.2	5,334	6,552	87,696	75,684
Cue	73.5	81.2	809.2	880.5	31,531	34,820	347,122	377,726
Down Beat	52.6	45.1	566.2	501.1	22,078	18,956	235,184	208,508
Grit	11.1	13.1	304.9	294.6	11,067	13,059	304,847	294,604
Life	271.4	305.8	3,663.8	3,411.5	184,552	207,918	2,491,411	2,319,844
Look	155.2	128.1	1,483.8	1,415.2	105,563	87,138	1,009,011	962,302
Newsweek	204.9	230.0	3,008.7	2,745.0	86,058	96,660	1,263,654	1,152,900
§New Yorker	453.3	404.9	5,052.3	4,515.8	194,476	173,697	2,167,447	1,937,272
#National	444.4	395.8	4,938.6	4,386.3	190,641	169,784	2,118,647	1,881,715
#Sectional	31.9	32.5	401.5	462.5	13,697	13,975	172,263	198,421
Presbyterian Life	10.4	11.7	157.9	142.2	4,372	4,889	66,399	59,717
The Reporter	17.1	7.0	270.2	130.3	7,188	2,958	113,474	54,744
Saturday Evening Post	179.8	162.8	2,816.0	2,891.2	122,280	110,722	1,914,854	1,966,000
Saturday Review	59.2	70.4	1,054.3	970.5	24,862	29,582	442,802	407,688
Sporting News	25.8	22.4	298.0	327.1	27,945	24,276	323,283	354,894
*Sports Illustrated	118.7	112.0	1,687.7	1,351.0	50,901	48,040	728,051	579,365
†Time	192.7	213.4	2,922.2	2,779.6	80,950	89,646	1,227,308	1,167,445
TV Guide	53.1	42.6	671.8	542.1	9,668	7,746	122,250	98,669
U. S. News & World Report	177.9	173.3	2,685.9	2,469.9	74,734	72,807	1,128,073	1,037,344
Total Group	2,069.4	2,039.4	27,661.7	25,547.8	1,043,559	1,029,466	13,972,866	13,054,706

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for regional space. †Four issues December 1959; five issues December 1958.

Business (December)

	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
†Barron's	64.0	66.8	926.5	791.4	41,995	43,798	607,784	519,128
Business Week	314.0	263.6	4,727.3	4,345.1	131,863	110,695	1,985,449	1,824,925
Financial World	49.8	22.0	609.5	519.6	20,924	9,272	256,006	218,245
Forbes	45.3	34.3	664.8	574.1	19,034	14,404	279,217	241,147
Total Group	473.1	386.7	6,928.1	6,230.2	213,816	178,169	3,128,456	2,803,445

†Four issues December 1959; five issues December 1958.

Newspaper Sections (II) (December)

(All other newspaper sections)

	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Chicago Tribune Magazine	138.6	119.2	1,886.9	1,842.1	117,907	101,325	1,603,902	1,565,767
†New York Times Magazine	208.6	96.7	3,049.6	2,803.8	177,282	82,212	2,592,158	2,383,195
Philadelphia Inquirer	67.0	82.7	1,506.1	1,675.7	56,892	70,256	1,280,179	1,424,480
Total Group	414.2	298.6	6,442.6	6,321.6	352,081	253,793	5,476,239	5,373,442

†Four issues December 1959; one issue December 1958 due to newspaper strike Dec. 10-28, 1958.

Canadian (December)

	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Saturday Night	48.1	54.4	524.7	482.6	20,212	22,830	220,452	199,765
†Time-Canadian	170.1	157.5	1,964.6	1,800.1	71,785	66,115	825,090	756,385
Total Group	218.2	211.9	2,489.3	2,282.7	91,997	88,945	1,045,542	956,150

†Four issues December 1959; five issues December 1958.

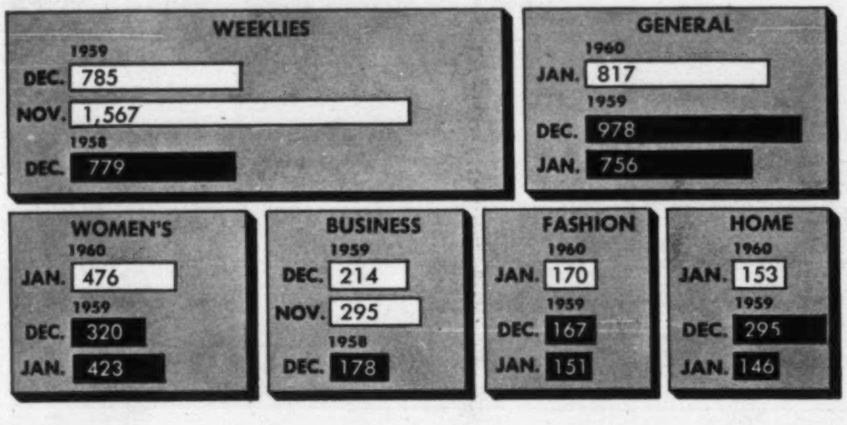
Foreign (December)

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Life International:								
International Edition	98.3	81.5	929.6	890.6	66,895	55,505	632,230	605,710
†Mexican Edition	33.0	——	166.4	——	22,440	——	113,220	——
††Spanish Edition	68.5	87.5	666.5	718.0	46,665	59,585	453,305	488,240
*Newsweek:								
Pacific Edition	89.2	68.9	1,000.7	752.3	37,447	28,945	420,277	315,980
European Edition	90.2	61.1	985.8	793.5	37,867	25,655	414,015	333,286
**Time International:								
Time-Atlantic	149.1	101.2	1,501.9	1,269.3	62,965	42,490	630,735	533,085
Time-Latin American	112.8	94.3	1,239.8	1,210.3	47,320	39,585	520,660	508,305
Time-Pacific	97.7	90.1	1,132.1	992.5	40,985	38,185	475,825	416,815
Vision:								
Visao (Portuguese)	162.3	177.2	1,810.3	1,874.0	68,180	74,410	760,340	787,080
Mexican Edition	20.7	23.8	221.2	204.3	8,680	10,010	92,890	85,820
Spanish Edition	101.2	86.9	1,031.4	923.1	42,490	36,505	433,195	387,695
Total Group	1,023.0	872.5	10,685.7	9,627.9	481,934	410,875	4,946,692	4,462,016

†First published May 18, 1959. ††Two issues December 1959; three issues December 1958. *Five issues December 1959; four issues December 1958. **Four issues December 1959; five issues December 1958.

Magazine Linage Trend

Figures in thousands



January Figures

Women's

	Pages		Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
†Bride & Home	131.3	73.5	83,054	46,558
†Bride's Magazine	226.1	214.7	142,895	135,690
Everywoman's Family Circle	41.6	23.8	17,825	10,210
Good Housekeeping	58.7	54.6	25,177	23,419
Ladies' Home Journal	52.1	44.4	35,432	30,211
McCall's	42.8	38.9	29,105	26,467
††Modern Bride	115.9	129.1	73,249	81,591
§*Parents' Magazine:				
National Edition	42.2	33.0	18,085	14,142
Metropolitan New York Edition	45.2	36.4	19,374	15,602
Pacific Mountain Edition	42.6	33.7	18,254	14,466
Seventeen	49.0	57.7	33,310	39,239
*Woman's Day	24.4	20.1	10,447	8,623
The Workbasket	27.9	36.8	5,487	7,220
Total Group	899.8	796.7	511,694	453,438

†Published quarterly in January, April, July and October. Figures shown for January issue. ††Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. Figures shown for January issue. *Includes sectional linage prorated to circulation of regional editions. §Includes Shopping Scout Section and School & Camp linage.

General

	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
American Artist	29.2	31.6	12,272	13,257
American Forests	15.8	13.0	6,636	5,460
American Legion	15.8	15.5	6,638	6,494
Argosy	12.8	17.8	5,505	7,629
Atlantic	29.7	29.2	12,504	12,289
†Christian Herald	31.6	26.3	13,582	11,264
Columbia	13.0	13.6	5,465	5,710
Coronet	44.5	43.0	8,010	7,740
Cosmopolitan	21.6	21.5	9,259	9,247
Ebony	58.6	57.6	39,851	39,193
Elks Magazine	10.9	9.1	4,701	3,925
††Esquire	54.1	61.4	36,372	41,244
Extension	12.6	11.2	8,714	7,740
Flying	54.2	43.0	22,764	18,060
Gourmet	16.0	17.5	6,862	7,509
Grade Teacher	22.8	18.5	10,065	8,172
Harper's Magazine	28.8	26.4	12,104	11,105
High Fidelity	67.1	65.1	28,182	27,342
Hi Fi Review	40.3	45.3	16,926	19,026
Holiday	91.5	80.1	62,226	54,484
Hot Rod	34.2	23.5	14,350	9,870
Improvement Era	17.6	17.8	7,392	7,470
Instructor	26.5	24.8	18,098	16,948
Motor Boating	289.9	274.0	170,447	161,088
Motor Life	12.1	12.7	5,096	5,324
Motor Trend	21.2	27.0	8,890	10,094
National Geographic Magazine	34.3	21.0	8,152	4,998
Playboy	12.6	10.5	5,280	4,420
Popular Boating	48.4	31.8	28,459	18,698
Popular Photography	78.4	76.2	32,928	32,004
Promenade	16.4	15.9	7,070	6,827
Reader's Digest	37.5	34.5	6,825	6,279
Redbook	28.4	21.4	12,163	9,180
The Rotarian	2.4	2.7	992	1,122
Sports Cars Illustrated	30.2	22.2	12,684	9,324
Today's Health	20.8	22.0	8,934	9,461
Town & Country	47.2	35.0	29,840	22,106
Together	5.5	7.5	2,387	3,253
True	16.0	21.0	6,862	9,017
V. F. W. Magazine	8.7	11.6	3,658	4,877
Yachting	272.3	240.3	160,112	141,296
Total Group	1,731.5	1,600.1	879,257	810,546

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. ††Total represents national advertising plus sectional at a reduced decimal equivalent.

Home

	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
American Home	32.7	23.0	20,642	14,567
Antiques*	74.1	75.4	21,785	22,168
Better Homes & Gardens	46.7	49.9	29,500	31,568
Flower & Garden	37.3	31.8	15,647	13,347
Flower Grower	48.5	46.4	20,358	19,481
House Beautiful	41.6	38.3	26,299	24,186
House & Garden	33.2	27.4	20,975	17,301
†Living for Young Homemakers	29.0	29.9	18,352	18,932
Popular Gardening	45.7	43.2	19,180	18,134
Sunset Magazine	62.7	60.3	26,317	25,332
Total Group	451.5	424.7	219,055	204,016

†Sectional linage included.

Fashion

	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
†*Glamour	82.4	41.3	35,333	17,711
Harper's Bazaar	74.7	110.0	47,274	69,523
*Mademoiselle	31.3	22.7	13,440	9,759
Vogue	116.3	85.1	73,493	53,777
Total Group	304.7	259.1	169,540	150,770

†Glamour figures also include linage for Charm, which was incorporated with Glamour effective November 1959. *Sectional linage included.

Movie-Romance-Radio-TV

	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
†Dell Modern Group:				
Modern Romances	17.2	——	7,387	——
Modern Screen	10.7	——	4,581	——
Screen Stories	10.0	——	4,295	——
Fawcett Women's Group:				
Motion Picture	8.8	9.3	3,790	4,018
True Confessions	16.0	15.2	6,875	6,526
Hillman Romance Group	4.3	6.4	1,869	2,775
Hillman Women's Group	14.6	22.6	6,293	9,720
Ideal Women's Group:				
Intimate Story	12.8	10.3	5,499	4,438
Movie Life	13.1	12.5	5,632	5,343
Movie Star TV Close-Ups	13.2	12.4	5,660	5,323
Personal Romances	13.0	10.3	5,570	4,438
TV Star Parade	9.9	9.1	4,250	3,883
§Screenland	10.4	12.5	4,469	5,362
Secrets Romance Group:				
Revealing Romances	12.0	10.9	5,173	4,657
*†Confidential Confessions	12.0	——	5,159	——
*Daring Romances	12.0	10.8	5,159	4,642
Secrets	12.0	10.8	5,173	4,643
True Story Women's Group:				
Photoplay	13.1	15.6	5,604	6,688
True Experience	9.8	7.4	4,205	3,164
True Love Stories	8.8	7.3	3,794	3,118
True Romance	8.8	7.5	3,780	3,218
True Story	31.5	27.2	13,523	11,678
TV-Radio Mirror	6.7	5.7	2,868	2,461
Total Group	280.7	223.8	120,608	96,095

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issue. §Published bi-monthly; alternates with Silver Screen. *Beginning February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly.

§Business (January)

	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
Dun's Review & Modern Industry	57.4	60.5	24,124	25,442
Fortune	131.0	113.0	82,792	71,416
Management Methods	42.0	30.6	17,640	12,852
Nation's Business	31.8	41.5	13,344	17,436
Total Group	262.2	245.6	137,900	127,146

§Because current month linage figures for several publications are not yet available this group is broken into a January and a December section.

Farm Magazines

	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
Capper's Farmer (mon)	23.7	36.8	10,182	15,799
Farm & Ranch—Southern Agriculturist: (mon)				
#Southeastern Edition	30.4	32.8	13,044	14,075
#Southwestern Edition	29.7	30.7	12,553	13,189
Average 2 Editions	30.0	32.0	12,853	13,730
Farm Journal: (mon)				
#Central Edition	80.3	48.3	34,438	20,725
#Eastern Edition	67.6	54.8	29,005	23,491
#Southern Edition	51.7	46.8	22,195	20,061
#Western Edition	63.6	59.3	27,271	25,425

(Continued on Page 88)

ARE YOU HEP TO WHAT'S NEW IN THE TEEN-AGE WORLD?

Well, if you're still using words like "hep," you're not -- you're out to lunch.*

"Hep" went out with "drip" and "daddy-o" and "crazy, man." And as for "square" -- well, that's about as cold as last week's pizza. The word is "squirrel."

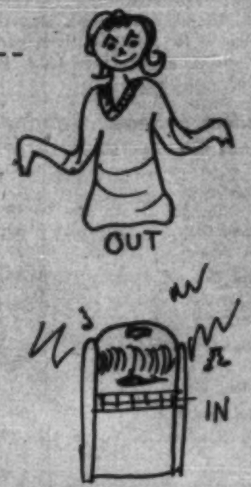
These and other facts -- straight from teen-agers, not a snow job -- are presented in a special "Teen-Age Report to the Nation" in the January Ladies' Home Journal.

Why is the Journal so interested in teen-agers? The Journal has always paid special attention to the younger years of a woman's life (The average age of a Journal reader is younger -- a whole year, in fact -- than readers of other women's magazines). But today, young people are more important than ever. Seventeen-and-a-half is now the age for becoming engaged. And there are 17,000,000 between the ages of 13 and 18 in America -- more than twice the population of Belgium!

The teens are the years when loyalties are formed. Teen-agers present a rich and exciting world -- and market for advertisers. This is why advertisers will be interested in "Teen-Age Report" too.

In other words, "Teen-Age Report" is just another of the zestful, wise and wonderful ingredients that make the Journal fresh and alive each month, why it is the world's greatest woman's magazine -- really "in orbit!"

*Not with it



LADIES' HOME JOURNAL

OUT
IN
Going Steady
ON THE WAY OUT
COMING BACK IN
OUT
beatnik
OUT
Pizza
ON THE WAY OUT
beatnik
OUT

To be "cool" -- meaning to have an air of controlled casualness - is very much IN for today's teen-ager.

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
Average 4 Editions	65.8	53.6	28,227	22,993
Progressive Farmer: (mon)				
#Carolina-Va. Edition	55.9	46.6	38,008	31,666
#Ga.-Ala.-Fla. Edition	56.9	47.1	38,672	32,036
#Ky.-Tenn.-W. Va. Edition	50.1	44.2	34,034	30,077
#Miss.-La.-Ark. Edition	48.1	43.7	32,720	29,745
#Texas Edition	47.0	45.7	31,963	31,094
Average 5 Editions	51.6	45.5	35,079	30,924
Successful Farming (mon)	56.4	55.9	25,385	25,177
Total Group	227.5	223.8	111,726	108,623

#Not included in totals.

Youth

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
American Girl	15.0	16.7	6,429	7,159
Boys' Life	16.6	18.3	11,295	12,482
Child Life	.1	1.2	54	519
Scholastic Magazines	27.9	31.3	11,735	13,180
Scholastic Roto	4.6	5.4	4,051	4,754
'Teen Magazine	9.2	6.2	3,850	2,618
Total Group	73.4	79.1	37,414	40,712

Mechanics & Science

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
Mechanix Illustrated	70.5	74.3	15,795	16,645
Popular Electronics	48.5	53.1	10,864	11,894
Popular Mechanics	110.0	127.6	24,647	28,579
Popular Science	95.4	106.3	21,372	23,802
Total Group	324.4	361.3	72,678	80,920

NOTE: Science & Mechanics magazine published bi-monthly; cumulative figures for combined November-December 1959 issue are: pages 1959—485.4, pages 1958—465.1, lines 1959—108,732, lines 1958—104,183.

Outdoor & Sport

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
American Rifleman	41.9	42.0	17,951	18,018
Field & Stream	40.8	41.5	17,512	17,815
Fur-Fish-Game	22.8	16.7	9,772	7,175
Guns	19.8	17.8	8,494	7,636
Outdoor Life	42.4	46.0	18,186	19,738
Sports Afield	37.5	38.0	16,048	16,313
Total Group	205.2	202.0	87,963	86,695

Detective & Fiction

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
Cavalier	16.5	14.7	7,072	6,303
††Dell Men's Group	8.4	——	3,583	——
†Thrilling Group	7.0	11.2	1,584	2,524
Total Group	31.9	25.9	12,239	8,827

†Formerly known as the Thrilling Fiction Group. ††No January 1959 issue.

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
†The American Weekly	28.9	37.8	24,532	32,093
†Family Weekly	27.4	36.2	23,338	30,817
†Parade	58.4	54.4	49,656	46,222
†This Week Magazine	66.8	55.3	56,811	47,000
Total Group	181.5	183.7	154,337	156,132

†Five issues January 1960; four issues January 1959.

Comics Magazines

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
American Comics Group	7.0	7.0	2,646	2,646
†Archie Comic Group	7.0	7.0	2,646	2,646
††Harvey Comics Group	8.0	8.0	3,024	3,024
National Comics Group:				
Blue Unit	7.0	8.5	2,646	3,213
Red Unit	6.5	7.5	2,457	2,835
Total Group	35.5	38.0	13,419	14,364

†Published bi-monthly; figures shown are for combined January-February issue. ††Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
†La Patrie	18.4	28.0	16,555	25,169
La Presse	51.0	52.4	45,864	47,170
††Perspectives	32.0	——	31,223	——
Star Weekly	63.8	59.9	55,840	52,416
Weekend Magazine	54.0	78.7	52,677	76,785
Total Group	219.2	219.0	202,159	201,540

†Five issues January 1960; four issues January 1959. ††No January 1959 figures; first published Sept. 12, 1959.

§Canadian (January)

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
Canadian Homes & Gardens	14.2	16.6	9,627	11,294
Chatelaine	33.9	33.6	23,051	22,826
Liberty	11.2	15.0	4,804	6,435
Maclean's	42.6	51.4	28,961	34,963
Reader's Digest:				
English Edition	41.5	46.3	7,553	8,418
French Edition	40.5	49.3	7,371	8,964
Revue Moderne	6.0	8.8	4,105	5,428
Revue Populaire	10.5	5.8	7,330	4,066
†Samedi	6.0	6.6	4,213	4,637
Total Group	206.4	233.4	97,015	109,031

§As current figures for two publications are not yet available this group is broken into a January and a December section for this month only. †Three issues January 1960; five issues January 1959.

§Foreign (January)

	Pages Jan. 1960	Pages Jan. 1959	Lines Jan. 1960	Lines Jan. 1959
†Hablemos	7.7	6.3	6,468	5,334
Popular Mechanics:				
Popular Mekanik (Danish)	20.0	17.0	4,480	3,808
††PM (Dutch)	13.0	——	2,912	——
Mecanique Populaire (French Edition)	24.5	22.3	5,488	4,995
Populare Mechanik (German Edition)	3.6	3.8	806	851
*Mecanica Popular (Spanish):				
Mexican-Caribbean Ed.	18.2	——	4,074	——
Southern Hemisphere Ed.	9.3	——	2,086	——
Brazil (Portuguese) Ed.	13.5	——	3,024	——
Popular Mekanik (Swedish Edition)	10.0	9.0	2,240	2,016
Reader's Digest:				
Arabic	25.0	23.0	4,100	3,772
Argentine	30.0	25.0	5,460	4,550
Australian	35.3	38.8	6,416	7,053
Austrian	49.0	42.0	8,918	7,644
Belgian	34.0	27.0	5,950	4,725
British	54.0	49.0	10,044	9,114
Caribbean	53.5	33.0	9,737	6,006
Danish	22.0	23.5	3,740	3,995
Dutch	41.0	25.0	7,462	4,550
Finnish	11.0	12.0	2,046	2,232
French	64.0	75.0	11,200	13,125
French-Swiss	12.0	12.0	2,100	2,100
German	68.0	72.0	12,376	13,104
German-Swiss	20.5	16.5	3,731	3,003
Iberian	55.0	56.5	10,010	10,283
Indian	44.0	47.0	8,008	8,554
Italian	44.0	37.5	7,568	6,450
Japanese	38.0	39.0	6,384	6,552
Mexican	33.5	39.0	6,097	7,098
New Zealand	17.0	22.5	3,094	4,095
Norwegian	20.5	15.0	3,485	2,550
Overseas Military	36.0	30.0	6,552	5,460
Portuguese	52.5	55.0	9,188	9,625
South African	58.0	54.5	10,382	9,756
Southern Hemisphere	16.5	16.5	3,003	3,003
Swedish	26.0	19.5	4,836	3,627
Total Group	1,080.1	964.2	203,465	179,030

§Because current month linage figures for several publications are not yet available this group is broken into a January and a December section. †Five issues January 1960; four issues January 1959. ††First published January 1960. *Editions first published January 1960.

Chock Full O'Nuts Tests Retail Frozen Donuts

Chock Full O'Nuts Corp., New York, is test marketing what it reports are the first retail frozen donuts, under its own name in about 20 independent supermarkets in the New York area. It is the chain's first new venture since 1953, when it moved into the retail coffee business. The donuts sell at eight for 39¢. There is no advertising at present.

Chock Full sells about 75,000 donuts daily at its luncheonettes, and is prepared to expand the retail frozen operation, should the test market warrant.

SALES LETTERS
Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 31 years old. Free circular.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

SELLING IN NORTH CAROLINA CALLS FOR THE

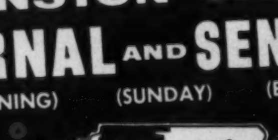
BUY COLORACTION

Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week.*

Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!

Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!

WINSTON-SALEM JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)



IN FACT, you can't cover North Carolina without the Journal and Sentinel

CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.

REP. KELLY-SMITH COMPANY

Reach, McClinton Names Four

Joseph Allentuck, comptroller, and William F. Taylor, account executive, have been named vps of Reach, McClinton & Co., Newark. The agency's New York office has named Merl Bloom a radio-tv producer and Thomson C. McGowan to the new post of project director in the research department. Mr. Bloom formerly was a radio-tv producer at Norman, Craig & Kummel. Mr. McGowan previously was with Lynn Baker Inc.

L&N Names Cramer, Caldera

Roland H. Cramer has joined Lennen & Newell, New York, as a vp on the Colgate-Palmolive Co. account. Formerly with Batten, Barton, Durstine & Osborn, Mr. Cramer also has been a vp at Ted Bates & Co., Ruthrauff & Ryan and McCann-Erickson. Henry M. Caldera, associate director of research and manager of the research department of L&N, has been appointed a vp.

Need Source Material For a Campaign?
Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?
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PRESS CLIPPING BUREAU
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Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Media Image Should Be Link to Market, Lewis Tells ABP Unit

NEW YORK, Jan. 12—Media promotion advertising errs in trying to negotiate with the buyer and in not building an image so that the association of a publication with its market is automatic.

These are the opinions of Marshall Lewis, vp of Marsteller, Rickard, Gebhardt & Reed, expressed last week to the promotion managers' meeting of Associated Business Publications.

■ He advised the promotion managers to "sell your reputation the year round, not the statistics in your ABC statement. You should work at making your magazine's name synonymous with the market you serve. A relatively small percentage of your market, at any one instant," he explained later, "is actually involved in making a choice between *Glass Blowers Gazette* and *Bottle Makers Journal*. So the promotion arrives loaded with specific information that the prospect simply isn't interested in.

"I repeat that most media promotion attempts to negotiate with the buyer," he summed up, "and it fails because 98% of the buyers simply aren't ready to negotiate. It should build the image of *Glass Blowers Gazette* so that whenever anyone is considering a program to reach the glass industry, he will automatically think of this magazine first . . ."

■ Mr. Lewis went on to say that most of the faults of promotion aren't those of the promotion managers—"My experience makes me think you don't have enough control over what goes into your ads. I certainly could be wrong, but I get the impression that media advertising contains too much sales manager and not enough promotion manager."

Many sales managers are former salesmen who cannot get over explaining in detail each line of the circulation statement and thus have poor perspective on the total selling and promotion programs, he said. Mr. Lewis thinks that the rise of the director of marketing in industry may be paralleled in the publishing business, with a man managing both sales and advertising.

"This new sort of publisher will also *believe in advertising*," Mr. Lewis said, "something which often seems untrue today. I honestly get the impression that a lot of publishers don't really believe in advertising, that they certainly don't understand what it can do for them, and that they begrudgingly spend money on it only because their competitors do." #

Insurance Group Sets Drive

National Assn. of Insurance Agents, New York, will run a schedule in *Life*, *Look* and *Newsweek*, beginning March 21, including a three-page insert in *Look* in September. NAIA expects to add about 20 new markets to the 160 used in its tv spot advertising in 1959. Sports shows and pregame programs will comprise the bulk of its tv campaign. Doremus & Co. is the agency.

Burton Named Publisher

Robert C. Burton, formerly Cleveland regional manager of *Contractors & Engineers*, has been named publisher of the 40-year-old national monthly. He succeeds Donald V. Buttenheim, president of Buttenheim Publishing Corp., New York, who has resigned the publisher's post because of "added executive responsibilities."

GROUCHO MARX SAYS
"The secret word is..."
BANK OF AMERICA

STAR SYSTEM—*Bank of America is promoting its savings account in 500 California newspapers by featuring movie and tv stars such as Groucho, Red Skelton, George Gobel and Rosemary Clooney. Copy is a dialog between star and bank. Johnson & Lewis, San Francisco, is the agency.*

Language of Ads Must Not Mislead, Catholic Weekly Says

BOSTON, Jan. 12—The *Pilot*, official weekly newspaper of the Boston Catholic archdiocese, told its readers that advertisers cannot morally justify misleading language to promote the sale of their products.

In an article entitled, "How Far May Advertisers S-t-r-e-t-c-h the Truth?" it said: "In principle, therefore, the language of advertising should not resemble that of a person who is attempting to conceal the truth. Of its very nature, advertising precludes this sort of approach.

"Its essential purpose is to make the truth known, not to hide it. Its sales-stimulating appeal should center around qualities which are objectively desirable, not around non-existent benefits falsely represented as available or endowed with a fictitious value."

This is but one part of the problem, the *Pilot* said. It deemed of even greater importance "the problem of the language of advertising," which it describes as differing in many ways from language proper to other circumstances of life.

■ But, it went on, "we must be more severe towards those forms of advertising which employ simple and unequivocal terms to create false impressions. Advertisers who do this can hardly be excused on the ground that the public is accustomed to false statements and takes them for granted. A certain amount of exaggeration is perhaps to be expected in those who have a personal interest in the goods which they offer for sale.

"Deliberate and systematic attempts to deceive, however, are morally wrong as violations of the truth. The same is to be said of promises or guarantees made without any intention of implementing them, and of descriptions of inferior merchandise in terms suggestive of articles known to have a higher value."

In summary the *Pilot* said, "Much advertising aims to create unhealthy demands and to promote vicious rivalry among people who might otherwise be satisfied with a more simple way of life.

"We can hardly expect advertisers to be completely objective. We might wish, however, that those who write advertising could understand better the sacred nature and purpose of the power of men to communicate with one another, and that they might think more of the truth which even advertising should try to convey, and a little less of the immediate advantages toward which false advertising is directed." #

Canadian Oil Appoints Crombie for Institutional

Canadian Oil Companies Ltd., Toronto, has awarded its new institutional advertising account to Crombie Advertising Co. Ltd., Toronto and Montreal. Vickers & Benson Ltd., Toronto, will continue to direct the oil company's product advertising. Crombie will be responsible to Frank J. Himbury, manager of public relations for Canadian Oil. Vickers & Benson deals solely with the company's marketing department.

Petersen, Detroit, Moves

The Detroit office of Petersen Publishing Co. has moved to larger quarters at 3337 Book Bldg.

EVERY COPY GOES HOME

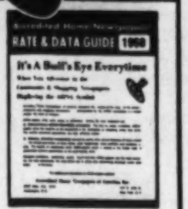
A message of importance to newspaper spacebuyers

MARK OF INTEGRITY

The symbol shown top left is that of the Accredited Home Newspapers of America, Inc., a voluntary, cooperative association of 222 community and shopping newspapers working together to maintain the highest standards of publishing practices and to improve service to readers and advertisers.

Before a newspaper can display this symbol it must be found qualified by a national board of trustees; to continue to display it, a newspaper must adhere to a rigid code of business practices, and its circulation claims must be verified by ABC, VAC or AHNA. The AHNA symbol, then, is a mark of integrity. You can place your sales message in an AHNA newspaper with complete confidence.

WRITE FOR FREE COPY



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Accredited Home Newspapers
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New York 17, N.Y. • MUrray Hill 2-8273

WHEN THE PRESSES WON'T WAIT

"We have used Greyhound Package Express extensively during the past few years and found it to be an exceptionally fast, efficient shipping service. Knowing the time of departure and scheduled arrival time is another feature we especially appreciate in our business."

G. M. Bowden
EDWARDS & DEUTSCH LITHOGRAPHING COMPANY

Acme AUTO PARTS
GREYHOUND
PACKAGE EXPRESS

IT'S THERE IN HOURS ... AND COSTS YOU LESS!

When getting it there in a hurry means **business**, you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days a week...24 hours a day...weekends and holidays!** And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 9A, 140 South Dearborn St., Chicago 3, Ill.

Major Advertising Account Changes in 1959

ACCOUNT	TO	FROM	Billings (Est.)
Allis-Chalmers Mfg. Co.	Klau-Van Pietersom-Dunlap	Compton Advertising	800,000
American Airlines	Young & Rubicam	Lennen & Newell	6,000,000
American Brake Shoe Co. (American Brakeblok division)	Allman Co.	Fuller & Smith & Ross	———
American Broadcasting Corp.	Doyle Dane Bernbach	BBDO	1,500,000
American Car & Foundry	Charles W. Hoyt Co.	Hicks & Greist	200,000
American Cyanamid Co.			
(Industrial Chemicals div. and Plastics & Resins division)	EWRR	Hazard Advertising Co.	———
(Institutional advertising)	EWRR	Hazard Advertising Co.	———
(Melmac Dinnerware)	EWRR	Hazard Advertising Co.	300,000
American Home Products (Boyle-Midway division) (Aerowax, Wizard deodorizers)	J. Walter Thompson Co.	Geyer, Morey, Madden & Ballard	3,000,000
(Easy-Off oven cleaner, Easy-Off window spray, Griffin shoe polishes)	Tatham-Laird	Geyer, Morey, Madden & Ballard	2,000,000
Armour & Co. (Dash dog food & 22 Armour canned meats)	Foote, Cone & Belding	N. W. Ayer & Son	3,000,000
Associated Products (5 Day Laboratories)	Doyle Dane Bernbach	Grey Advertising	1,000,000
Bankers Life & Casualty Co.	Phillips & Cherbo	Grant, Schwenck & Baker	1,000,000
Barber-Greene Canada Ltd.	McKim Advertising	Buchen Co.	———
Barber-Greene Co.	Aubrey, Finlay, Marley & Hodgson	Buchen Co.	225,000
Benrus Watch Co. (Sovereign line)	D'Arcy Advertising	Adams & Keyes	———
Best Foods Canada Ltd.	Vickers & Benson	E. W. Reynolds	———
Best Foods (Nucoa margarine)	Dancer-Fitzgerald-Sample	GB&B	1,000,000 to 1,500,000
Bethlehem Steel Co.	Hazard Advertising	Jones. Brakeley & Rockwell	1,000,000
Bissell Carpet Sweeper Co.	Clinton E. Frank Inc.	Leo Burnett Co.	1,500,000
Blitz Weinhard Co.	Johnson & Lewis Advertising	Weiner & Gossage Advertising	425,000
Borg-Warner Corp.	Clinton E. Frank Inc.	J. Walter Thompson	1,250,000
Boyle-Midway (Canada)	J. Walter Thompson Co.	Geyer, Morey, Madden & Ballard	500,000
Brach, E. J. & Sons	Tatham-Laird	Arthur Meyerhoff & Co.	300,000
John H. Breck Inc. (TV only)	Reach, McClinton & Co.	N. W. Ayer & Son	3,000,000
Bristol-Myers Co. (Ban)	Ogilvy, Benson & Mather	BBDO	2,500,000
Bulova Watch Co. (radios, stereophonic phonos)	Sullivan, Stauffer, Colwell & Bayles	McCann-Erickson	———
Butter-Nut Bread (Division of Langendorf United Bakeries)	Lennen & Newell	Hoefer, Dieterich & Brown	250,000
Bymart (Tintair)	Kastor, Hilton, Chesley, Clifford & Atherton	Products Service Inc.	———
Canadair Ltd.	EWRR (Canada)	Walsh Advertising Ltd.	350,000
Canadian National Railways (Canadian portion)	McConnell, Eastman & Co.	Canadian Advertising Agency	800,000
CandyGram Inc.	Young & Rubicam	Reach, McClinton & Pershall	200,000
Cargill Inc., Nutrena Mills	John W. Forney Inc.	Bruce B. Brewer & Co.	1,500,000
Carter Carburetor (Division of ACF Industries)	D'Arcy Advertising Co.	French & Shields	300,000
Catalina Inc.	Grey Advertising	Foote, Cone & Belding	———
Chase Manhattan bank (institutional, international and trust department)	Compton Advertising	Kenyon & Eckhardt	———
(retail advertising)	Ted Bates & Co.	Cunningham & Walsh	1,000,000
Chemway Corp. (Lady Esther division)	Cohen, Dowd & Aleshire	Donahue & Coe	400,000
Chesapeake & Ohio Railway	Meldrum & Fewsmith	Robert Conahay Inc.	300,000
Chesebrough-Pond's Inc.			
(Pertussin cough remedy)	Compton (Jan. 1)	McCann-Erickson	600,000
(Vaseline hair tonic, Lip Ice pomade)	Norman, Craig & Kummel	McCann-Erickson	3,000,000
(Pond's Angel Touch and lipsticks)	Norman, Craig & Kummel	J. Walter Thompson	1,000,000
Chrysler Corp. of Canada (Dodge & DeSoto cars and Dodge trucks)	Grant Advertising of Canada	Ross Roy Inc. of Canada	2,500,000
Chun King Sales Inc.	BBDO	J. Walter Thompson	1,250,000
Church & Dwight Co. (Arm & Hammer, Cow baking sodas)	Charles W. Hoyt Co.	J. Walter Thompson	750,000
Cluett, Peabody & Co. (Arrow)	Lennen & Newell	Young & Rubicam	2,000,000
Coates & Clark's Sales Corp.	Fuller & Smith & Ross	Kenyon & Eckhardt	———
Colgate-Palmolive Co.			
Colgate Men's Line	Street & Finney	John B. Shaw Advertising	300,000
(Super Suds product)	Street & Finney	Cunningham & Walsh	500,000
(Wildroot products)	Ted Bates & Co.	BBDO	3,250,000
Columbia Broadcasting System			
(CBS Radio)	Sudler & Hennessey	Doyle Dane Bernbach	———
(CBS-TV)	BBDO	McCann-Erickson	over 1,000,000
Columbia Records (and Epic Records)	Benton & Bowles	McCann-Erickson	———
Coopers Inc.	———	Henri, Hurst & McDonald	750,000
Crane Co.	N. W. Ayer & Son	Buchen Co.	1,000,000
Cresta Blanca Wine (CVA Corp.)	Doyle Dane Bernbach	Norman, Craig & Kummel	———
Cunard Steamship Co.	Compton Advertising	Ellington & Co.	———
Helene Curtis Industries			
(Suave, Shampoo Plus Egg)	Campbell-Mithun Inc.	Gorden Best Co.	2,000,000
(Lentheric products)	Altman-Stoller Advertising	Gordon Best Co.	500,000
Daystrom Furniture	Schram Advertising	BBDO	200,000
Dayton Rubber Co.			
(foam rubber division)	Norman D. Waters	Geyer, Morey, Madden & Ballard	———
(Industrial products division)	Marsteller, Rickard, Gebhardt & Reed	Allman Co.	250,000
Deere & Co.	Gardner Advertising	Klau-Van Pietersom-Dunlap	1,000,000
De Jur-Amsco Corp.	Adams & Keyes	Friend-Reiss Advertising	250,000
Democratic National Committee	Guild, Bascom & Bonfigli (1960 Presidential campaign)	Norman, Craig & Kummel (1956 Presidential campaign)	———
Dictograph Products	Wexton Co.	Anderson & Cairns	1,500,000-plus
Dodge New York Retail Selling Assn.	———	Wexton Co.	———
Downyflake Foods	Smith/Greenland Co.	Marschalk & Pratt	250,000
Doyle Inc. (Strongheart, Kit Kat)	Lilienfeld & Co.	D'Arcy Advertising Co.	$250,000-500,000
Eagle Pencil Co. (U.S.)	Shaller-Rubin Co.	BBDO	250,000-300,000
Eberhard Faber Pencil Co.	Al Paul Lefton Co.	Anderson & Cairns	250,000
Economics Laboratory Inc.	Kastor, Hilton	J. M. Mathes Inc.	2,000,000
European Travel Commission	Cohen, Dowd & Aleshire	Caples	150,000-200,000
Eversharp Pen Co.	Compton Advertising	Benton & Bowles	500,000
Ex-Cell-O Corp. (Pure Pak division)	MacManus, John & Adams	Fred M. Randall Co.	750,000
Fairbanks, Morse & Co.	Reach, McClinton & Pershall	Henri, Hurst & McDonald	275,000
Firth Carpet Co.	W. B. Doner & Co.	Grant Advertising	250,000
Fleet-Wing Corp. (subsidiary of Standard Oil Co., O.)	Griswold-Eshleman Co.	David R. Buschman & Associates	250,000
Fleischmann Distilling Co. (Churchill Bonded; Churchill 88; Old Medly and Olde Heirloom)	Compton Advertising	L. H. Hartman Co.	———
Flexees Inc.	Doner & Peck	Durand Advertising	in excess of 600,000
Ford Motor Co. (Lincoln, Continental)	Kenyon & Eckhardt	Foote, Cone & Belding	3,500,000-4,000,000
Foster-Grant Co.	Donahue & Coe	Hoag & Provandie; Burke Dowling Adams Inc.	500,000
French Tourist Office	Doyle Dane Bernbach Inc.	Grey Advertising	400,000
Friden Inc.	Richard N. Meltzer Advertising	JWT and Gotham-Vladimir	600,000
Frito Co. (national and regional advertising for Fritos corn chips, and also advertising for Frito-Nicolay, Dancey Co. and Frito Co., eastern division)	Dancer-Fitzgerald-Sample	Tracy-Locke Co. (National advertising) EWRR (regional accounts)	1,000,000
Gallo, E. J. Winery	BBDO	Doyle Dane Bernbach	1,200,000
General Mills			
(Betty Crocker pancake mix)	BBDO	Dancer-Fitzgerald-Sample	———
(Betty Crocker muffin mixes)	BBDO	Tatham-Laird	———
(Red Brand flour & other regional flour brands)	Dancer-Fitzgerald-Sample	Knox Reeves Advertising	———
(Korn Kix, Trix & Sugar Jets)	Dancer-Fitzgerald-Sample	Tatham-Laird	2,000,000
M. K. Goetz Brewing Co. (Goetz, Country Club beers)	John W. Shaw	Potts-Woodbury Inc.	400,000
B. F. Goodrich Co.			
(All consumer products except tires)	Foote, Cone & Belding	McCann-Erickson and Cunningham & Walsh	2,500,000
(aviation products, work gloves)	Griswold-Eshleman	BBDO and Henry A. Loudon	———
(international)	BBDO	Griswold-Eshleman	———
Granny Goose Foods	Lennen & Newell	Harris, Harlan, Wood	400,000
Great Western Producers	Monroe Greenthal Co.	Gore Smith Greenland Inc.	350,000
Gruen Watch Co.	L. H. Hartman Co.	Grey Advertising	———
Robert Hall Clothes Inc.	Arkwright Advertising	Frank B. Sawdon Inc.	3,000,000
Hambro Automotive Corp. (Austin Motor Co.)	J. M. Mathes Inc.	McCarty Co.	750,000
Hamilton Mfg. Co.			
(Home Appliance division)	Cramer-Krasselt Co.	Brady Co.	450,000
(Contract and Professional divisions)	Howard H. Monk & Associates	Brady Co.	

(Note: Early in December Hamilton moved its account from Brady to Creative Group Inc., new agency formed by ex-Brady men, indicating that the move was probably an interim one; later that same month Hamilton moved out of Creative Group.)

ACCOUNT	TO	FROM	Billings (Est.)
George W. Helme Co. (Snuff)	Kastor, Hilton, Chesley, Clifford & Atherton	Cunningham & Walsh	500,000
Hertz Corp.	Norman, Craig & Kummel	Campbell-Ewald Co.	4,000,000
Heublein Inc. (Relska vodka)	Victor A. Bennett Co.	Bryan Houston Inc.	500,000
Hoffman Motor Car Co.	Warwick & Legler	L. H. Hartman Co.	350,000
Houbigant Sales Corp. (fragrance lines)	Arndt, Preston, Chapin, Lamb & Keen	Ellington & Co.	———
Hudson Pulp & Paper Corp.	Grey Advertising	Norman, Craig & Kummel	1,000,000
International Latex (Playtex)	Ted Bates	Reach, McClinton & Co.	4,000,000
International Swimming Pools	Doyle Dane Bernbach	Geyer, Morey, Madden & Ballard	350,000
International Telephone & Telegraph Corp.	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	under 1,000,000
Irish Air Lines	Geyer, Morey, Madden & Ballard	Caples Co.	500,000
Jantzen Inc. (men's sportswear)	———	Botsford, Constantine & Gardner	300,000
(women's sportswear division only)	Hockaday Associates	Botsford, Constantine & Gardner	1,000,000
Japan Tourist Assn.	Caples Co.	Kelly, Nason	———
Johns-Manville Corp. (8 divisions)	Cunningham & Walsh	J. Walter Thompson	2,000,000
Jones & Laughlin Steel Corp. (only portion of it)	———	Ketchum, MacLeod & Grove	1,000,000
Lanolin Plus (VCA Laboratories—Rybutal, Super-Rybutal and Juvenal)	Erwin Wasey, Ruthrauff & Ryan	Batten, Barton, Durstine & Osborn	———
Lawry's Food Products	Doyle Dane Bernbach	California Advertising	400,000
Lennox Industries (also Canada)	Peitscher, Janda Associates	Fulton, Morrissey	1,000,000
Lerner Sleep Shops	Zakin Co.	———	300,000
Leslie Salt Co.	———	Honig-Cooper, Harrington & Miner	275,000
Leslie Spice Islands Sales Co.	Dancer-Fitzgerald-Sample	Foote, Cone & Belding	———
Lever Bros. (Dinner-Redy Corp.)	Kenyon & Eckhardt	Harold J. Siesel Co.	———
Libby, McNeil & Libby (canned meats)	Tatham-Laird (Feb. 1960)	J. Walter Thompson Co.	500,000
Linco Distributing Corp.	D'Arcy Advertising	Henri, Hurst & McDonald	200,000

ACCOUNT	TO	FROM	Billings (Est.)
Lindsay Co.	Biddle Co.	Kerker, Peterson, Hixon & Hayes	350,000
Thomas J. Lipton Inc. (Lipton tea)	Sullivan, Stauffer, Colwell & Bayles	Young & Rubicam	5,500,000
Magnavox Co.	Marschalk & Pratt	Maxon Inc.	475,000
Manhattan Shirt Co. (men's division)	Daniel & Charles	Doner & Peck	800,000 to 1,000,000
Mars	Needham, Louis & Brorby	Knox Reeves Advertising	3,000,000
Martin Co.	Ketchum, MacLeod & Grove	VanSant, Dugdale & Co.	—
Massey-Ferguson Co. Ltd. (product advertising)	Needham, Louis & Brorby	MacLaren Advertising	500,000
Oscar Mayer & Co.	J. Walter Thompson	Baker, Tilden, Bolgard & Barger	1,500,000
Mennen Co. (Dateline stick deodorant, plus new products)	Grey Advertising	Warwick & Legler	—
Mennen Co. (tube shave creams, men's talcs and new products)	Warwick & Legler	Grey Advertising	—
Mercury Record Co.	John W. Shaw Advertising	Henri, Hurst & McDonald	200,000
Midas Inc.	Edward H. Weiss & Co.	Bozell & Jacobs	1,000,000 to 1,500,000
I. Miller & Sons	Jane Trahey Associates	Irving Serwer Advertising	—
Milnot Co.	D'Arcy Advertising Co.	McCann-Erickson	300,000
Minneapolis-Honeywell Regulator Co. (Micro-Switch division)	Foote, Cone & Belding	Reincke, Meyer & Finn	—
Minute Maid (Hi-C division)	Dancer-Fitzgerald-Sample	Reach, McClinton & Pershall	1,500,000
Minwax Co.	Donahue & Coe	Adams & Keyes	—
Mutual Benefit Life Insurance	Donahue & Coe	Grant Advertising	250,000
Mytinger & Casselberry (Nutrilite food supplement)	Donahue & Coe	J. Walter Thompson	750,000-1,000,000
Narragansett Brewing Co.	Doherty, Clifford, Steers & Shenfield	Cunningham & Walsh	—
National Distillers Products (Hill & Hill and Bourbon DeLuxe whiskies and Cinzano vermouth)	Fletcher Richards, Calkins & Holden	Lennen & Newell	1,000,000
National Guard Bureau	Fletcher Richards, Calkins & Holden	VanSant, Dugdale	300,000
National LP-Gas Council	Bozell & Jacobs	McCann-Erickson	350,000
National Van Lines	Maxon Inc.	Wade Advertising	300,000
Nescafe	William Esty Co.	Fletcher Richards, Calkins & Holden	3,500,000
Nestle Co. (Decaf instant coffee, Nestea instant tea & Maggi soup line)	McCann-Erickson	Dancer-Fitzgerald-Sample	2,000,000
New England Confectionery Co.	Kenyon & Eckhardt (April, 1960)	C. J. LaRoche & Co.	1,000,000
New York Stock Exchange	Compton Advertising	Calkins & Holden	1,000,000
Northam Warren Corp. (Cutex)	Doherty, Clifford	Doyle Dane Bernbach Inc.	1,000,000
(Odorono & Peggy Sage)	Ellington & Co.	Doyle Dane Bernbach Inc.	500,000
Norwich Pharmacal Co. (Nebs)	Cohen & Aleshire	Foote, Cone & Belding	1,000,000
(Pepto-Bismol, Norforms, Ungentine and NP-27 international advertising)	Gotham-Vladimir Advertising	McCann-Erickson	—
O'Sullivan Rubber Corp.	M. Belmont Ver Standig	Charles W. Hoyt	250,000
Otarion Listener Corp.	Biddle Co.	J. M. Mathes Inc.	278,000
Pabst Brewing Co. (Eastside beer)	Kenyon & Eckhardt	Young & Rubicam	800,000
Pan-American Coffee Bureau	BBDO	Fuller & Smith & Ross	1,000,000
Parry Laboratories (Myomist mouth spray)	Maxwell Sackheim & Co.	Roy S. Durstine Inc.	500,000
Paxton & Gallagher Co. (Butter-Nut coffee)	Tatham-Laird D'Arcy Advertising Co.	Buchanan-Thomas Advertising	1,500,000
Pepsi-Cola Bottling Co. of Los Angeles (Pepsi-Cola)	Young & Rubicam	Donahue & Coe	1,000,000
(Hires root beer)	Young & Rubicam	Cole, Fisher, Rogow	
Perfect Circle Corp.	Compton Advertising	Henri, Hurst & McDonald	750,000
Pharmaco Inc. (Feen-A-Mint, Chooz, Correctol and Regutol)	N. W. Ayer & Son	Doherty, Clifford, Steers & Shenfield	1,500,000
(Saraka laxative, Inhiston, Imra)	Brown & Butcher	Ellington & Co.	200,000
Pharma-Craft Corp. (Fresh)	Daniel & Charles	J. Walter Thompson	1,000,000
(Ting)	Daniel & Charles	Cohen, Dowd & Aleshire	250,000
(Coldene)	—	J. Walter Thompson	1,000,000
Philips Electronics Industries Ltd.	Needham, Louis & Brorby (Philishave electric shavers) McKim Advertising Ltd. (radio and tv appliances) E. W. Reynolds Ltd. (Philips electronic tubes and Rogers Majestic Radio Corp.)	Erwin Wasey, Ruthrauff & Ryan	450,000
Porter, H. K. Co. (Thermoid)	Erwin Wasey, Ruthrauff & Ryan	Aitkin-Kynett	450,000
Porter, H. K. Co. (National Elec.)	EWRR	Ketchum, MacLeod & Grove	250,000
Procter & Gamble (Fluffo)	Benton & Bowles	Tatham-Laird	—
(Ivory Flakes)	Grey Advertising	Compton Advertising	750,000
Puck—The Comic Weekly	Manchester & Kreer	Charles W. Hoyt Co.	—
Purex Corp. (Canada)	Heggie Advertising	J. J. Gibbons Ltd.	400,000
Purex Corp. (Little Bo Peep ammonia, Little Boy Blue bluing, Miss Bo Peep brightener & Fleecy White bleach)	Foote, Cone & Belding	Roche, Rickerd & Cleary	—
(Beads O'Bleach)	Edward H. Weiss & Co.	Foote, Cone & Belding	—
(Wrisley bath soap)	Edward H. Weiss & Co.	Fulton, Morrissey Co.	—
Radio Corp. of America	J. Walter Thompson Co.	Kenyon & Eckhardt	12,000,000
Red Heart Dog Food	John W. Shaw Advertising	Campbell-Mithun	1,000,000
Reddi-Wip Inc. (U.S.)	North Advertising	D'Arcy Advertising	400,000
Reddi-Wip Inc. (Top-Wip)	Kenyon & Eckhardt	D'Arcy Advertising	—
Regal Brewing Co.	Lennen & Newell	Heintz & Co.	1,000,000
Renault Inc. (radio-tv only)	Kudner Agency	Needham, Louis & Brorby	2,500,000
Resistoflex Corp.	Adams & Keyes	Marsteller, Rickard, Gebhardt & Reed	250,000
Revell Inc.	Cunningham & Walsh	Doyle Dane Bernbach	—
Oral Roberts Evangelistic Assn.	Swan & Mason Advertising	Geyer, Morey, Madden & Ballard	2,000,000
Robertshaw-Fulton Controls Co.	Cargill, Wilson & Acree	Preston, Chapin, Lamb & Keen	325,000
	Arkwright Advertising	Frank B. Sawdon Inc.	3,000,000
Rothmans of Pall Mall Canada Ltd.	F. H. Hayhurst Co.	Young & Rubicam	1,000,000
Jacob Ruppert	Norman, Craig & Kummel	Compton Advertising	3,000,000
Salada-Shirriff-Horsey (Salada tea, Seabrand frozen shrimp, Danish dessert, Junket powder)	Doyle Dane Bernbach	Sullivan Stauffer, Colwell & Bayles	1,500,000 to 2,000,000
Schenley Industries (Cream of Kentucky whisky)	Norman, Craig & Kummel	Doyle Dane Bernbach	380,000
	Doyle Dane Bernbach	L. H. Hartman Co.	380,000
(Kintore scotch)	Norman, Craig & Kummel	BBDO	—
(James E. Pepper whisky)	Mogul Williams & Saylor	Doyle Dane Bernbach	—
(Schenley Reserve, Sir John Schenley, Champion bourbon, Schenley OFC Canadian, Schenley Smooth American gin)	Doyle Dane Bernbach	BBDO	3,500,000
Jos. Schlitz Brewing Co. (export advertising)	J. Walter Thompson Co.	Gotham-Vladimir Advertising	500,000
C. Schmidt & Sons	Ted Bates & Co.	Al Paul Lefton Co.	1,500,000
Schulze & Burch Biscuit Co.	Compton Advertising	Maxon Inc.	—
Scudder Food Products	Campbell-Mithun	Charles A. Mottl Inc.	600,000
Joseph E. Seagram & Sons (Kessler whisky)	Warwick & Legler	Young & Rubicam	1,000,000
(Carstairs)	Doherty, Clifford, Steers & Shenfield	Cohen, Dowd & Aleshire	1,000,000
(Myers' rum)	Doherty, Clifford, Steers & Shenfield	Cohen, Dowd & Aleshire	—
(Lord Calvert)	—	Cohen, Dowd & Aleshire	1,100,000
(Gallagher & Burton)	—	Cohen, Dowd & Aleshire	—
Joseph Seagram & Sons (Lord Calvert whisky)	Cohen, Dowd & Aleshire	Ogilvy, Benson & Mather	1,000,000
Sealy Mattress Co.	Arnold Kupper Advertising	Graceman Advertising	—
Shulton Inc. (Desert Dri deodorant & new product)	Benton & Bowles	Wesley Associates	—
3-Way Curl	Doherty, Clifford, Steers & Shenfield	Wesley Associates	—
Shulton Inc. (Ice-o-derm, new product, Thulox, medicated hair & skin products)	Ralph Allum Co.	Wesley Associates	—
Simmons Co. (Hide-a-Bed sofas and all upholstered products made by its new living room division)	McCann-Erickson	Young & Rubicam	—
Slenderella International	Product Services Inc.	Management Associates	2,500,000
Smith Brothers	Kastor, Hilton	Sullivan, Stauffer	750,000 to 1,000,000
Standard Brands (Chase & Sanborn coffee)	J. Walter Thompson	Compton Advertising	6,500,000
Stephan Distributing Corp.	Peter Finney Co.	Cunningham & Walsh	1,000,000
J. P. Stevens & Co. (Forstmann Woolens division)	Fletcher Richards, Calkins & Holden	BBDO	—
Sun Oil Co. Ltd. (Canada)	F. H. Hayhurst Co. (Feb. 1960)	Tandy-Richards Advertising	450,000
Swissair	Campbell-Ewald Co.	deGarmo Inc.	250,000
Sylvania Products	Kudner Agency	J. Walter Thompson	3,000,000
Thiokol Chemical	Brown & Butcher	Dancer-Fitzgerald-Sample	200,000
Thomas Industries Inc. (Moe Light, Wright Power Saw & Tool, and Benjamin Electric Mfg. Co. divisions)	Biddle Co.	Henri, Hurst & McDonald	450,000
(Sprayit division)	Zimmer-McClasky	Henri, Hurst & McDonald	
Tidy House Products Corp.	Guild, Bascom & Bonfigli	Earle Ludgin & Co.	1,000,000
Trifari, Krussman & Fishel (Trifari jewelry)	Rockmore Co.	Grant Advertising	300,000
21 Brands Inc.	Cunningham & Walsh	Calkins & Holden	475,000
Underwood Corp.	J. M. Mathes	William Esty Co.	1,000,000
Union Oil Co. (radio and tv)	EWRR	Young & Rubicam	—
United Aircraft Corp. (United Pratt & Whitney Sikorsky aircraft & missiles space systems division, export advertising)	Campbell-Eward Co.	—	—
(Norden & Hamilton Standard community advertising for all divisions)	Wilson, Haight, Welch & Grover	Lennen & Newell (Jan. 1)	1,500,000
U.S. Air Force (recruiting)	MacManus, John & Adams	EWRR	1,000,000
United Vintners (Petri)	Honig-Cooper	Young & Rubicam	—
Utility Appliance Corp. (and Gaffers & Sattler, Mission Appliance Corp.)	McCarty Co.	Fenwick & Haynes	600,000
Vick Chemical Co. (Vicks double-buffered cold tablets)	Ogilvy, Benson & Mather	Morse International	—
Volkswagen (passenger cars)	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	750,000
Volkswagen (commercial vehicles)	Fuller & Smith & Ross	J. M. Mathes Inc.	300,000
Volvo Import Inc.	Anderson & Cairns	Advertising Agencies Inc.	—
Ward Baking Co. (Tip-Top bread)	Grey Advertising	J. Walter Thompson	3,000,000
Watchmakers of Switzerland	Cunningham & Walsh	Foote, Cone & Belding	1,000,000
Waterfill & Frazier Distillery Co.	Olian & Bronner	North Advertising	200,000-250,000
Josiah Wedgewood & Sons	Doyle Dane Bernbach	St. Georges & Keyes	250,000
White Sewing Machine Corp.	Meldrum & Fewsmith	Fuller & Smith & Ross	250,000
Whitehall Laboratories (Dristan, Dondrill cough medicine & Soothal antiacid)	Tatham-Laird	Bryan Houston Inc.	6,000,000
Wilson & Co. (some products)	—	Kenyon & Eckhardt	1,250,000
Yardley of London (men's products)	Doyle Dane Bernbach	N. W. Ayer & Son	1,000,000
Youngstown Sheet & Tube Co.	EWRR	Griswold-Eshleman Co.	800,000

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Dr. Evans Feels Pierre Martineau Misinterpreted Facets of Auto Study

To the Editor: I'd like the opportunity to reply to Pierre Martineau's criticisms of my Ford-Chevrolet study, although I don't believe that the attacks upon me personally or on my employer need be dignified by rebuttal (AA, Dec. 21). I'd like to answer the other questions point by point since I feel that Mr. Martineau has misinterpreted or misunderstood some very essential facets of my study.

First, my research was not undertaken to attack any particular research mode. It was done to test the methods and hypotheses of current marketing research. I had no preconceived notions as to the results. The study did not stem from the work of any one commercial research firm. The research was very carefully done; its limitations are freely given in the report, and the results are honestly reported. The linear discriminant function, an advanced statistical technique of multivariate analysis, was used for the major analyses.

Second, the percentage of interviews secured from the random sample was 76.0%. No work was accepted from the four interviewers who cheated and replacement of their respondents by other randomly selected ones is statistically legitimate in this instance. The goal of random sampling is to assure that respondents *are picked by chance alone*. It should behoove all researchers to give similar details of their sampling methods and difficulties. Although not ideal I believe that my completion percentage (76.0%) is far higher than most random samples of human populations and the entire sample is far preferable to any quota or judgment sample, especially those where the selection of respondents is left up to the field worker.

Third, I have no idea what the images of Ford and Chevrolet were five years previous to my study. I reported my findings on 1958 data. I do know, however, that many researchers have claimed that images are quite stable over time. For example, Ford is often reported as still suffering from "Tin Lizzie" connotations, etc.

Fourth, I used the Edwards scale to measure personality needs because it was the *best* psychological test I could find not subject to individual interpretation. I checked with many psychologists and motivation researchers before attempting to measure these deeper personality factors. Personally, I think there is reasonable doubt that any projective test can really measure personality. Many psychologists are deeply concerned about these matters.

My report does *not* say that because buyers are not distinguishable in terms of personality needs, brand images do not exist. These are two completely separate parts of the analysis. Both showed no discrimination between owners of the two brands. With respect to images, the more important finding is that people project their own important personality needs into the brand they own, whichever it happens to be.

Fifth, I chose Park Forest to facilitate the discrimination by the personality variables. The respondents spanned wide ranges of demographic factors, such as age, income, religion, politics, etc., and certainly they are not all 30-year-old organization men. The fact that they don't all own the same kind of car indicates that their motivations are somewhat diverse. The important finding is that even with some restriction of the ranges of the demographic variables, these demographic variables did a slightly better job of discrimination between brand owners than the personality variables.

Sixth, the question is well raised concerning new vs. used car buyers in my study. I worried a lot about it. Information on the sample universe didn't allow for qualifying the owners on this dimension before interviewing. To throw out completed interviews of either group would be wasting data. As it turned out, my sample is approximately 90% new car buyers, and the used car buyers were almost equally split between the two brands.

Seventh, I have never suggested that Park Forest is a typical suburb. No more are Oak Park, Evanston, Flushing or San Gabriel typical. The reasons for Park Forest's selection are amply given in the research report. The report also shows the similarity of [the results of the testing of] Park Forest residents with other published results of the personality test used. I repeat, unless Park Forest residents are a different breed than most other Americans my results are not invalidated by [the choice of this suburb]. Personal observations in Park Forest lead me to believe that people who live there are not very different from the rest of us.

Finally I'd like to repeat that I had no personal "axe to grind" in my research report. I hope that more research will be done on the questions of both brand segmentation by personality variables and brand imagery. I'll look forward equally to factual results that disagree with mine as well as those which may agree. Marketing research can progress only if we all keep an open mind on all subjects and continually test current hypotheses and methods.

Franklin B. Evans, Ph.D.,
Assistant Professor of Marketing, Graduate School of Business, University of Chicago.

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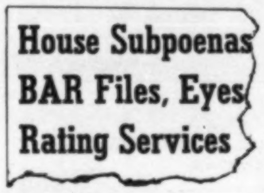
There Are House Flies, Too

To the Editor: Got something of a fright this morning when I glanced at my Dec. 21 Advertising Age without my reading glasses on . . . I thought the story on Page 1,



House Subpoenas
BAR Files, Eyes
Rating Services

first column, read: "House Subpoenas BAR Flies."

George O'Donnell,
George O'Donnell Agency, Beacon, N. Y.

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Get in There 'n' Fight for Your Own, Jim M'B'y

To the Editor: Jim Woolf has stepped across my threshold—of patience. One would think a man who claims *Salesense in Advertising* might also contain salesense *for* advertising. But, when Mr. Woolf finds advertising and broadcasting attacked by a group of laymen, does he rise to the defense? No. He slinks away to his column and implies we should hang a collective head in shame for having caused him "more than a little embarrassment" (AA, Dec. 28) . . .

Oh, hapless Mr. Woolf. The forces of Wisdom, Truth and Purity—the painter, the jeweler, the surgeon, the pharmacist, the architect and the author (of biographies)—cast dark and fearsome shadows upon him. He agrees with them, so he feels unarmed and attempts no defense. But even in agreement, could not a bit of fire in the heart, shining through a clearer eye, pierced the darkness and permitted him to throw a few shadows of his own . . .

The raging Mr. Woolf [would have] created a new understanding of advertising by turning self-righteous glares back upon the glarers. For the truth is simple. No man is more than human. No industry, profession or art composed of more than an assembly of humans and their works. Humans err. Humans are in the main weak. The weak need crutches. In advertising, they lean upon tried and true cliches, superlatives and exaggerated claims. In surgery, upon mystic words, double-talk and an iron-bound principle never to squeal on one another. In moments of strength, the weak cast aside their crutches and experience the exaltation of true inspiration and accomplishment. But these moments are of necessity fleeting and infrequent for genius is rare. The more uninspired the invention of the product, the more fleeting the genius in selling it.

It is dreadfully naive to expect all ads to be good ads or all entertainment to be top-drawer. Strive for perfection, but don't expect it. It is also naive and overly sentimental to believe advertising today is not infinitely superior to that of those dead decades in which Mr. Woolf appears to clothe himself like a musty cloak. Don't read the anthologies of 100 Best, Mr. Woolf. Look at the old papers and magazines. The truth is instantly apparent.

Get into the fight, Mr. Woolf! Give us no quarter in your column, but defend us against the hachetations of those two-martinied Carrie Nations. Be proud of your industry. It is no better and no worse than the world.

John H. Byrne,
Advertising Consultant, Stamford, Conn.

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Printing Calculator Handy for Quick Store Inventory

To the Editor: In reading E. B. Weiss' article, "New Inventory-Taking Techniques Will Affect Marketing" (AA, Dec. 21), he mentions a food chain that sends out an inventory crew equipped with tape recorders, battery operated computers, tally sheets, etc. A supermarket could be inventoried in a few hours.

A food wholesaler in the Red & White voluntary group—Slocum Co., Minneapolis—came up with a simpler version in 1955. They simply took a Victor Mult-O-Matic printing calculator into a store. The machine was attached to a 100' cord. The machine was placed in a shopping cart and wheeled down the aisles. They could check a store with a $15,000 inventory in about four-and-a-half hours. A crew of three or four men could do the job.

If automation is to be applied to store inventory, I suggest using a portable calculating machine that, in addition to turning out a printed tape, would also punch out an IBM card or a five-channel common language tape, either of which could be fed into data processing machines.

Carl Stoffels,
Managing Editor, International Super Marketing, Red & White Corp., Chicago.

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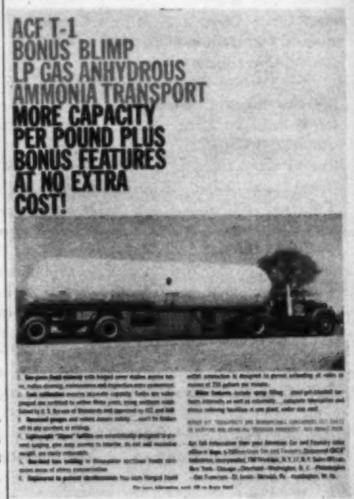
Militant Anti-Foggy-Writing Ad-Noting Letter Writer Says . . .

To the Editor: How many adjectives can you hang on a noun before it sprains its back?

This big transport truck threatens to buckle amidships under the weight of eight modifiers: ACF



T-1 Bonus Blimp LP Gas Anhydrous Ammonia (Transport).

It reminds me of a paragraph from H. L. Mencken's "The American Language" referring to mistitling and grammatic overloads. After first laughing uproariously at *Life's* reference to "former bishop in Japan's brother, C. F. Reifsnyder," he goes on to quote what he terms this "magnificent specimen": Former Vice-President in Charge of Sales of the Milk, Cheese, Evaporated Milk, Caramel and Mince-Meat Division Arthur W.

**Mighty nice—
from any angle!**

when your advertisements outshine tough competition in your chosen media, with all the sparkling brilliance of your original copy • Knowing production men say you'll never miss when you employ skilled craftsmanship—skilled craftsmanship in photoengraving the all-important master plates • This is why, no doubt, so many nationally known advertisers have been ROGERS' customers for more than thirty years.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

Ransom

Ceiling zero—comprehensibility limited. Will the next great scientific creation be "Reader-Radar" for foggy writing?

Terry Howlett,
Rockford, Ill.

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Ad Student Is Puzzled by Success of 'Bad' Ads

To the Editor: As a student of advertising at UCLA I have followed your publication closely for the past three years and have accepted on faith up till now everything read on your pages.

One thing occurs to me now that I would like to have an answer for. *What about the ad that is contrary to everything advertising people say about ads and is still a successful seller of a product?*

An example is the Viceroy ad. In October of 1958 the Creative Man's Corner blasted this ad and said that it would die a natural, quick death. It has since that time helped Viceroy sell in a tight, cancer-scare-ridden market.

There are things about the ad that are seemingly secondary. Could they be the successful-selling part? Everyone who is anyone is saying that cancer is caused at least in part by smoking. The ad implies that the smoker who wishes to go ahead and smoke in spite of the cancer aspect smokes Viceroy . . . "thinks for himself . . . (that smoking does not cause cancer, Viceroys taste better, the leading doctors are trying to do our thinking for us)."

Also, the L&M ads are on a theme that Charles Whittier, in his book, "Creative Advertising," uses as an illustration of a *bad idea*.

If there are any books or other sources of information on this subject I would appreciate finding out about same.

Chuck Rossie,
Los Angeles.

[Editor's Note: Reader Rossie may by now be a little less puzzled if he has read the Dec. 28 issue of AA, where we report Business Week's figures for 1959 cigaret sales. Viceroy sales dropped 3%, from 22.2 billion in 1958 to 21.5 billion in 1959.]

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Hey You THAGs! RSVP PDQ

To the Editor: Calling all hospitalized admen—You are herewith invited to join a highly exclusive club. This characterful organization, just now established, is called THAG. This, quite obviously, means Temporarily Horizontal Ad Guys. The dues are not even nominal—just a postage stamp or a postcard occasionally.

Your invitation comes from THAG-1, which happens to be Bob Rice, account executive, Bert Gittins Advertising, Milwaukee, headquartered in Deaconess Hospital here for six or eight weeks.

If you are in a hospital or otherwise horizontal for a spell, write a card or note (or have your nurse do it) to THAG-1. You will receive your membership shortly in the form of an answer.

Let's compare a few round-robin notes on nurses, what's wrong with advertising, what's wrong with AD AGE, or any axe you feel like grinding for a paragraph or so.

Bob Rice,
Room 450, Deaconess Hospital,
620 N. 19th St., Milwaukee.

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Ad Lures Visitors to Hawaii

To the Editor: I enjoyed the Creative Man's "Picture of Far Places" (AA, Dec. 21), on the basis that any publicity is good publicity.

If he feels the "Red Shoes" ad could be selling Atlantic City, or Hawaii, he's never been to one or the other and is somewhat shy of imagination.

More important, somebody told me once—I think it was an employe of ADVERTISING AGE—that an ad is good if it sells the product concerned.

This ad, and the rest of the series currently produced by Holst & Male, is doing this—but good. We've received *many* compliments from carriers, hotels and ad agencies on the series.

William J. Glennon,
Midwest Regional Manager,
Hawaii Visitors Bureau, Chicago.

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Admen Who Are Gentlemen Farmers Will Love This Plan

To the Editor: My brother, over in Siwash County, got a big check from the government this year for not farming. He liked that. Right away he rushed off and got a job in town.

All this started me to thinking. Does the government have that kind of a program for us advertising people? From what I read in the papers, I get the idea people think we're even worse scoundrels than the farmers, so maybe the best thing would be to pay us NOT to create all these trouble-making ads in the first place. That's what the government is doing for the farmer—paying him NOT to grow things. I think such a program would work for us, too. Instead of passing laws to regulate us, then paying someone to enforce them, wouldn't it be a whole lot easier just to pay us NOT to work?

Of course, the government would need to be specific about the kind of advertising they don't want us to do. Would the rate vary? If so, we'd need to know what kind of ads they'd pay us most NOT to produce. I wouldn't want to waste my time NOT producing ads that aren't worth much. In times like these, all of us want to make as much money as we can.

And I suppose they'll keep raising the ante each year so as to keep us from backsliding. At least that's how it works for the farmer—the government makes the payment (for NOT farming) a little higher each year, if enough farmers don't "cooperate" at first. I'd like that, too. But why go through all those time-wasting preliminaries? Why not send each of us a blank check and ask us to fill in whatever amount would be needed to keep us from writing ads? That'd be a whole lot simpler—and it would give the poor, long-suffering public that much more assurance that we wouldn't expose them to all this Madison Ave. rot.

I'm not quite sure what would happen to our clients. Maybe the government could do for them what they're doing for the farmers—buy up all the stuff they can't sell. That's what the government is doing for the wheat and cranberry farmers, you know.

Come to think of it, I'd like that kind of a program in advertising, too. It'd sure go over big around here. My boss says I'm always writing ads that won't sell. In fact, I've got a whole drawer full of them. I'd like to get paid for them. Seems to me they ought to be worth as much as a lot of contaminated cranberries or wheat with bugs in it. Of course, this might flood the market—I could sure turn out a lot of ads if it didn't make any difference how bad they were. Which is all the more reason for the government to pay us NOT to produce ads, instead of trying to buy all the ads we write.

No kidding—I used to poke fun at all these government programs. They're kinda complicated and it took me a long time to figure them out. Now that I see how they work, I'm convinced that such a program would be good for advertising. Just think—a steady income and no more work. How about it?

Name withheld by request.

GREATER PHILADELPHIA
CHESS TOURNAMENT
FINALS TO NIGHT
The Philadelphia Bulletin
The Philadelphia Bulletin
The Philadelphia Bulletin
Richard Decker

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

Represented by Million Market Newspapers, Inc.

Lansing Shield, 63, Pioneer Supermart Operator, Is Dead

NEW YORK, Jan. 12—Lansing Peter Shield, 63, president of the Grand Union Co., one of the country's leading food chains, died Jan. 6 of a heart attack at New York Hospital.

Born in Linlithglo, N. Y., Mr. Shield was graduated from Rutgers University in 1917 and served as a pilot in the aviation section of the Army signal corps in World War I. He then went to work in the bookkeeping department of the Great Atlantic & Pacific Tea Co.

In 1924 Mr. Shield joined Grand Union, and four years later he was elected treasurer of the company. In 1925 he was elected vp, a post he held until his election to the presidency in 1947.

Under his guidance the supermarket chain's business grew from $83,000,000 annually to $600,000,000 a year.

■ Mr. Shield believed strongly in the power of advertising to move food products. But he also was convinced that unless the men and women on the sales floor were competent and specially trained to handle customers and to understand the value of the company's advertising, printed promotion could not realize its maximum effectiveness.

In consequence, he was continually stressing employe training, and frequently saw to it personally that competent employes were promoted to jobs of greater responsibility. The company also created college scholarships for its employes so that they could expand their knowledge, both generally and in the merchandising field.

In 1956, Mr. Shield became president of the International Assn. of Chain Stores. He held the post until last year, when he was elected head of the International Assn. of Food Distributors for a three-year term.

He was a chevalier of the French Legion of Honor, and a cavaliere ufficiale el merito of the Republic of Italy. He was a past president of the New Jersey Chamber of Commerce and a life trustee of Rutgers, from which he received an honorary LL.D. in 1952. In 1953 he was elected to the hall of fame sponsored by the Boston Conference on Distribution.

WILLSON MASTERS TUTTLE

LOS ANGELES, Jan. 12—Willson Masters Tuttle, 47, vp in charge of television for Fuller & Smith & Ross, died Jan. 6 following emergency surgery.

Mr. Tuttle was a successful radio executive who made an early transition into the television field and has been associated with such well known programs as "Alcoa Theatre," "Alcoa Presents," "Perry Mason," "Robert Montgomery Presents" and "Big Town."

■ Prior to entering the broadcast field he had been an actor in the theater and motion pictures. In 1937 he became an announcer at WOR, New York, and later head of production for the station. In 1940 he joined Ruthrauff & Ryan and in 1946 became a vp and member of the board.

He was the first president of United Television Programs in 1952 and later joined Fuller & Smith & Ross in New York as a vp and television supervisor for Alcoa. He moved to Hollywood when the program became a filmed half hour.

HARRY ADAIR

TEANECK, N. J., Jan. 12—Harry D. Adair, 67, president of Metropolitan Advertising Co., New York, died Jan. 7 at his home here, following the recurrence of an intestinal ailment for which he had undergone an operation two years ago.

Born in Buffalo, Mr. Adair moved to New York in his early teens and joined Metropolitan Advertising Co. in 1907 as an office boy at the age of 14. A few years later, after working in various departments of the agency, he became an account executive. He specialized in savings banks and insurance company advertising and is credited with inducing many banks to change their advertisements from "tombstone advertising" to more general and modernized presentation. During his career he handled advertising accounts ranging from the old New York Giants baseball team to J. P. Morgan & Co.

In 1929, Mr. Adair was offered an opportunity to buy stock in the agency by the late Charles L. Young, its president and founder, and in 1931, following Mr. Young's death, Mr. Adair bought the founder's stock and assumed control of the company.

He was a past president of the Jersey City Masonic Club, past president of the Bergen County Shrine Club, a past director of the Royal Order of Jesters and a member of the Advertising Club of New York.

Campbell's
BIGGEST ANNUAL WINTER PROMOTION
SOUP'N CRACKERS
Back again in January and February
. . . Bigger than ever before!

SOUP 'N' CRACKERS—*This color page, pushing Campbell Soup's annual soup 'n' crackers promotion during January and February, will appear in Life, Look, Parade, Parents' Magazine, Reader's Digest, The Saturday Evening Post and This Week Magazine. The promotion will also be backed on "Lassie" (CBS-TV) and the "Donna Reed Show" (ABC-TV).*

WAYNE TEETER

CHICAGO, Jan. 12—Wayne W. Teeter, 42, a salesman for WGN-TV for the past five years, died Jan. 5 in St. Francis Hospital, Evanston. Prior to joining WGN-TV, Mr. Teeter was a salesman for *Women's Wear Daily* and for WCFL, Chicago radio station, and served as sales manager of WAAB, Worcester, Mass., radio station. Mr. Teeter was a resident of Evanston. He was an officer with an anti-aircraft unit for two years during World War II.

FREEMAN S. CHURCH

CHICAGO, Jan. 12—Freeman S. Church, 52, vp and art director of Dancer-Fitzgerald-Sample, Chicago, died Jan. 6 of a heart attack in Presbyterian-St. Luke's Hospital. He worked for the agency for 29 years. His widow is Ruth Ellen Church, food editor of the *Chicago Tribune*, who writes under the name of Mary Meade.

Shaller-Rubin Boosts Lazar

Nat Lazar, with Shaller-Rubin Co., New York, since 1957, has been promoted to vp and member of the plans board. He is account executive for Thayer Laboratories, pharmaceutical division of Revlon Inc.

Miller McClintock, Broadcaster, Ad Researcher, Dies

SCARSDALE, N. Y., Jan. 12—Miller McClintock, 65, traffic expert, advertising specialist and a past president of Mutual Broadcasting System, died Jan. 10 of a heart attack at his home here.

Born in Cedar Rapids, Neb., he received bachelor's and master's degrees from Stanford University, and another master's and a Ph.D. degree from Harvard University.

Mr. McClintock began his career as an English instructor at Stanford, and then became an assistant professor of municipal government at the University of California. From 1926 to 1938 he was director of the bureau of street traffic research at Harvard, and from '38 to '42 held a similar position at Yale University.

During this time he also served as traffic consultant to Boston, Chicago, Kansas City, Los Angeles, New York, San Francisco and Washington. In 1926 he urged the Chicago city council to ban horse-drawn vehicles from loop streets, and in 1927 he recommended elevated highways and limited access freeways to relieve traffic congestion.

■ During his work on traffic problems, Mr. McClintock became interested in the importance of advertising as a means of educating both pedestrians and drivers. From 1933 to 1942 he was a director of the Advertising Research Foundation and also served on the Traffic Audit Bureau and the Advertising Council. Through the latter organization he helped to rally support for the national war effort during World War II.

In 1942 he was appointed president of Mutual Broadcasting System, a position he held until 1944. He served on a nine-member advisory committee to assist the Office of War Information.

He was a board member of and consultant to Encyclopaedia Britannica Films in 1945, and also a board member of Muzak Corp. In 1948, Mr. McClintock founded the Sound Book Press Society, which produces music appreciation records for school systems. Two years later, as president of Instructional Films Inc., he produced a documentary film, "A Day in Congress," which received wide distribution in schools.

Bissell Campaign Uses L-Shaped Color Ads

Bissell Inc., Grand Rapids, has scheduled a two-page L-shaped color ad for the Feb. 8 issue of *Life*. The same format will also be used for other ads in *Ebony*, *Good Housekeeping*, *McCall's* and *Parents' Magazine*.

The $2,000,000 campaign also includes b&w page ads in *Bride's Magazine* and *Modern Bride*, tv spot campaigns both on "Today" (NBC-TV) and locally in 36 markets, plus a newspaper campaign to introduce new products. The trade push runs in 10 publications. Clinton E. Frank Inc., Chicago, is handling the drive.

New NBC-TV Rate Card Offers Discounts, Bonus

NBC-TV's new daytime incentive plan offers advertisers four quarter hours on "Young Dr. Malone," "From These Roots" or "Thin Man" for the price of three. This network also has dropped the 10-11 a.m., EST, rate from 50 to 40% of the Class A rate to meet the competition. The new CBS card, which goes into effect in April, offers advertisers a 40% discount on 13-week summer campaigns.

U. S. Predicts Newspaper Revenues Will Rise in '60

Commerce Department's business and defense services administration has forecast that revenues of the newspaper publishing industry will reach $4 billion in 1960, up 6.2% from 1959. Final 1959 figures are expected to show circulation and advertising revenues at $3.8 billion, up 8.7% from the previous year. Color ads, available in 800 newspapers in 154 of the nation's 236 standard metropolitan markets, were a major factor, up 24.9%. Financial advertising was reported up 18% and classified 16%.

Sudler Agency Adds Two

Douglas Gosnell, formerly vp and account executive at Pharmaceutical Advertising Associates, and Hal Davis, television producer-director, have joined Sudler & Hennessey, New York. Mr. Gosnell will work on the A. H. Robins and Warner-Chilcott accounts. Mr. Davis will be director of radio and tv.

FIRST RATING!
#1
SYNDICATED
SHOW
IN
SEATTLE
"THE FOUR JUST MEN"
51.6%
SHARE OF AUDIENCE
25.5 RATING
Tops combined competition in this 4-station market. Wallops: Sea Hunt, Highway Patrol, The Vikings, Rescue 8, Whirlybirds.
Pulse/October, 1959
ITC
INDEPENDENT
TELEVISION
CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

Need to Analyze Your Public Relations?
Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?
Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

FIRST RATING!
#1
SYNDICATED
SHOW
IN
LOS ANGELES
"THE FOUR JUST MEN"
26.3%
SHARE OF AUDIENCE
15.3 RATING
Tops all competition in this 7-station market. Wallops: Sea Hunt, Highway Patrol, Mike Hammer, Whirlybirds, State Trooper, etc.
ARB/November, 1959
ITC
INDEPENDENT
TELEVISION
CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

Information for Advertisers

Model construction, model and hobby material purchase, model railroad ownership, craft and science projects and dry cell battery use are covered in survey conducted by **Boys' Life.** Additional information is available from Harold Levitt, *Boys' Life*, 2 Park Ave., New York 16.

• Food products and services account for more than 36% of franchise operations listed in the "1960 Directory of Franchising Organizations," published by **Pilot Industries.** Priced at $1, the 24-page directory is available from Pilot Industries, 42 W. 33rd St., New York City 1.

• A market data file on *Batiment* and *Canadian Builder* has been published by **Wallace Publishing Co. Ltd.** Additional information is available from George Keefe, promotion manager, Wallace Publishing Co. Ltd., 146 Bates Rd., Montreal 26, Canada.

• A 36-page, two-color catalog describing more than 150 personalized business and industrial mailing lists available to advertisers on a rental basis has been published by **McGraw-Hill Publishing Co.** Copies may be obtained from the direct mail division, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• Reprints of the article "Fake Pricing, Bait Advertising & the FTC Trade Practice Rules," appearing in the January issue of **National Jeweler** are available to advertising agencies from *National Jeweler*, 630 Fifth Ave., New York 20.

• A "Media & Market Factbook" covering the history of **Sound Merchandising** and details of markets using, or which can use, some form of private intercommunicating network is available from Sound Publishing Co., 299 Madison Ave., New York 17.

• Suggestions for increasing sales are included in a report, "101 Ways to Build More Store Traffic for Retail Lumber Dealers During the Weekdays," published by **Batten, Barton, Durstine & Osborn.** Copies of the report may be obtained from Joseph Mayers, marketing department, Batten, Barton, Durstine & Osborn, 383 Madison Ave., New York 17.

• "Summary: Television Research Services," giving basic information on all major tv ratings services, plus listing monthly schedules for local market reports throughout the country, has been published by the **Television Bureau of Advertising.** Copies of the 46-page brochure are available from the Television Bureau of Advertising, 444 Madison Ave., New York.

• **Florida Grower Publications** has published a 20-page booklet on "Buying Influence & Readership Evaluation," readership survey on *Florida Trend*. Additional information on the report, "Buying Influence & Readership Evaluation," is available from Harris H. Mullen, *Florida Trend*, P.O. Box 150, 1306 Grand Central Ave., Tampa.

• Included in the sixth edition of the "Audio-Visual Equipment Directory," published by the **National Audio-Visual Assn.**, are two new illustrated sections on language laboratory systems and transparency-making equipment. Priced at $4.75 each, or $4.25 if payment accompanies order, the directory is available from the National Audio-Visual Assn., Fairfax, Va.

• "PR Film Topics," a four-page tabloid, in newspaper format which includes articles on the patronage of the arts, the use of company sponsored films to build the corporate image and examples of successful film programs, is available from **Association Films,** 347 Madison Ave., New York 17.

• Current trends and future prospects for more than 40 major American industries is included in "A Look at 1960," published by **McGraw-Hill Publishing Co.** Additional information on the 36-page report is available from A. E. Payton, McGraw-Hill Publishing Co., McGraw-Hill Bldg., 520 N. Michigan Ave., Chicago 11.

• Specialized motion pictures about new products, advanced industrial processes and cost-saving techniques are listed in the newly revised edition of "Business & Professional Film Catalog," published by **Modern Talking Picture Service.** Copies of the catalog may be obtained from Modern Talking Picture Service, 3 E. 54th St., New York 22.

• "The 1960 Directory of College Graduates Available for Business Personnel," which contains photographs and brief factual summaries of qualified graduates, of leading American colleges and universities, majoring in business, has been published by Alpha Kappa Psi Fraternity. Copies of the directory may be obtained by writing on business letterhead and stating number of employes to Alpha Kappa Psi, 111 E. 38th St., Indianapolis 5.

• A market study on western Michigan, including statistics on the areas current consumer spendable income, retail sales and food sales, has been published by Avery-Knodel. Additional information is available from Avery-Knodel, 720 Fifth Ave., New York 19.

• **Breskin Publications** has published a market and media data file on *Modern Packaging*, which includes summaries of its editorial policies, scope of editiorial coverage, marketing and circulation information and readership and media studies. Additional information is available from Breskin Publications, 575 Madison Ave., New York 22.

• A "Magazone Rate & Market Coverage Computer," giving circulation, total households, **Look** coverage and advertising rates at a glance in a pocket-size guide has been developed by *Look*. Additional information is available from Gilbert Maurer, manager, regional advertising, *Look*, Look Bldg., 488 Madison Ave., New York 22. #

McGarry to 'Wall St. Journal'

Kevin C. McGarry, formerly with Minneapolis-Honeywell, has joined the Minneapolis staff of the *Wall Street Journal*. He succeeds Bernard J. Flanagan, who has been transferred to the newspaper's Chicago office.

A PUBLISHERS' REP CAN SELL IT BETTER!

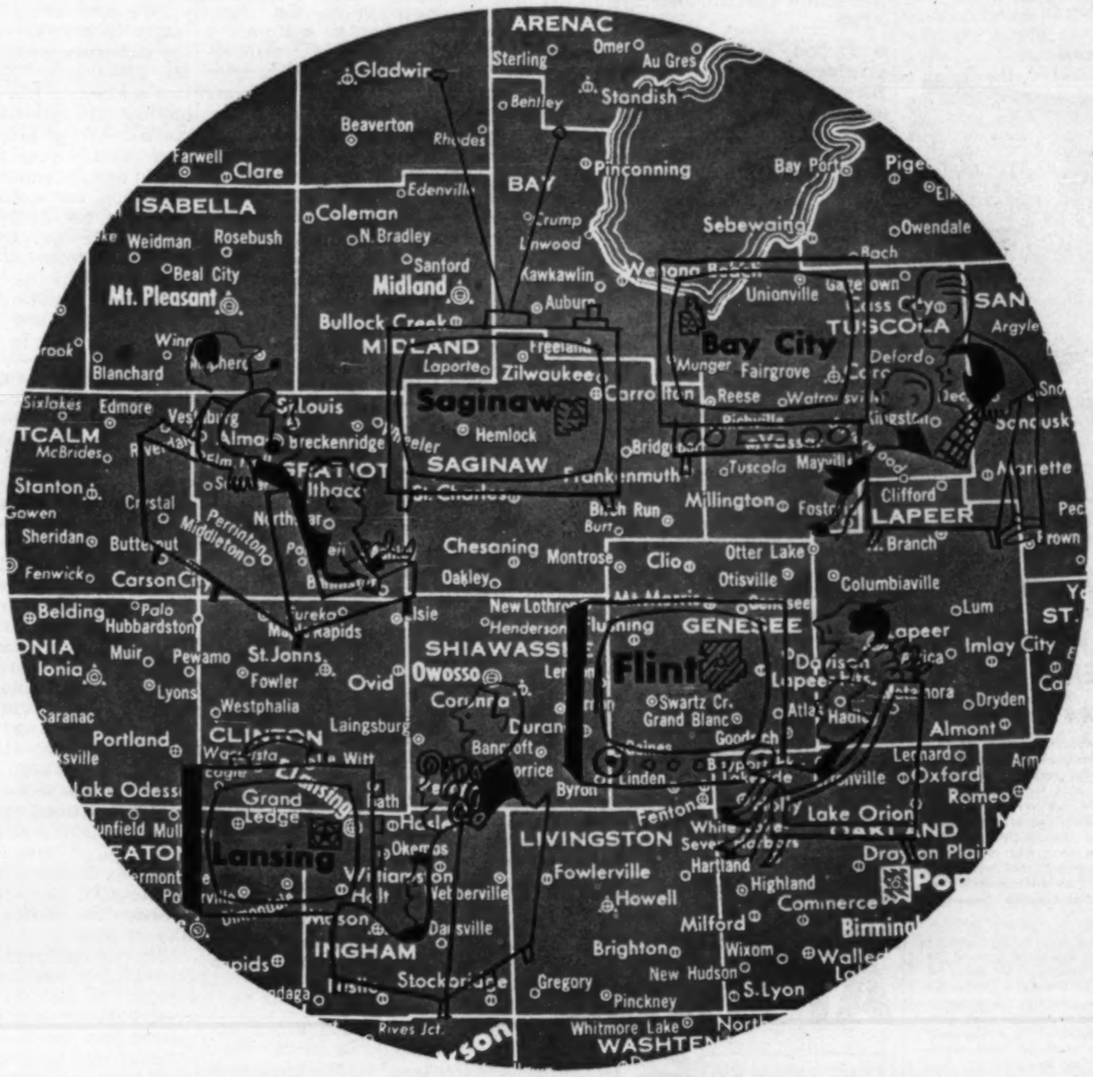
— and especially in the West where greater manpower, broader experience and contacts pay off for publishers.

11-state coverage. Offices in San Francisco and Los Angeles.

"Mo" Kimball, Pres.

The Maurice A. Kimball Co., Inc.

LOS ANGELES • 2550 Beverly Boulevard


ARENAC
Gladwin
Sterling
Omer
Au Gres
Standish
Bentley
Beaverton
Rhodes
Farwell
Clare
Pinconning
Bay Port
ISABELLA
Edenville
BAY
Coleman
N. Bradley
Sebewaing
Owendale
Weidman
Rosebush
Beal City
Sanford
Linwood
Kawkawlin
Mt. Pleasant
Midland
Auburn
Unionville
Gagetown
Cass City
TUSCOLA
Bullock Creek
MIDLAND
Freeland
Bay City
Blanchard
Laporte
Zilwaukee
Munger
Fairgrove
Deford
Saginaw
Carrollton
Reese
Edmore
St. Louis
Alma
Breckenridge
Hemlock
SAGINAW
Bridgeport
Tuscola
Mayville
Stanton
Ithaca
Frankenmuth
Millington
Foster
Clifford
LAPEER
Birch Run
Chesaning
Montrose
Clio
Otter Lake
Columbiaville
Sheridan
Carson City
Oakley
Otisville
Belding
Hubbardston
New Lothrop
Henderson
GENESEE
Lapeer
Imlay City
Ionia
Muir
Pewamo
St. Johns
Fowler
Ovid
SHIAWASSEE
Owosso
Flint
Swartz Cr.
Grand Blanc
Lyons
Westphalia
Corunna
Durand
Goodrich
Saranac
Portland
CLINTON
Laingsburg
Bancroft
Linden
Almont
Dryden
Leonard
Oxford
Romeo
Lake Odessa
Byron
Fenton
Grand Ledge
Lansing
LIVINGSTON
Lake Orion
OAKLAND
Hartland
Drayton Plains
Fowlerville
Howell
Highland
Commerce
Okemos
Williamston
Webberville
Milford
Dansville
Brighton
Wixom
Walled Lake
INGHAM
Stockbridge
New Hudson
Gregory
Pinckney
S. Lyon
Whitmore Lake
WASHTENAW
Rives Jct.

Now, you can reach every viewing man, woman and child in Michigan's other big market with one single-station buy! (Grade "A" signal or better, too!)

WJRT

Channel 12—Flint

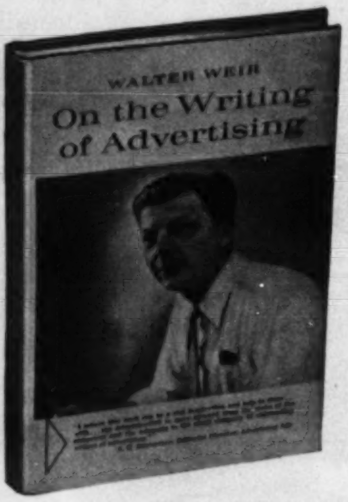
PRIMARY AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC. • New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Will this book usher in a new era in advertising ?

What's the best way to beat the threat of wide and varied curbs on advertising—your advertising—being advocated by lawmakers and critics? Read Walter Weir's book for a copy philosophy that can produce great and, at the same time, unassailable advertising.

JUST OUT



WALTER WEIR

ON THE WRITING OF ADVERTISING

203 pages, 5⅝ x 8⅜, $5.00

Why will one writer produce a more effective piece of copy than another, or ten others—even though all are assigned the same selling problem and given the same formula for solving it? In this book, the man who has written copy for over $200,000,000 of advertising billing—whose wartime article, *Fighting Mad*, in *Printers' Ink*, was reprinted by more than 600 newspapers across the country—whose published work both in copywriting and in fiction establishes him as one of today's outstanding creative men—tells you how he "sees it."

Walter Weir goes beyond the usual tools of the craftsman—beyond the "anatomy" of copy. He shows the source of great writing in the writer himself. He outlines ways in which the writer of advertising can clarify and understand more comprehensively his major objectives. He makes plain attitudes and disciplines that can most surely develop "the writer you can become."

Praise from S. R. BERNSTEIN
Editorial Director, *Advertising Age*

"I believe this book can be a real inspiration and help to those . . . with . . . the determination to move upward from the ranks of the competent and the adequate to the small company of outstanding writers of advertising."

10 DAYS' FREE EXAMINATION

McGraw-Hill Book Co., Dept. AGE-1-18
327 West 41st St., New York 36, N.Y.
Send me Weir's ON THE WRITING OF ADVERTISING for 10 days' examination on approval. In 10 days I will send you $5.00, plus few cents for delivery costs, or return the book postpaid. (We pay delivery costs if you remit with this coupon—same return privilege.)
(PRINT)

Name ....
Address ....
City .... Zone ... State ....
Company ....
Position ....
For price and terms outside U.S., write McGraw-Hill Int'l, New York 36 AGE-1-18

National, N. Y. Sales Execs Hit Impasse on Dues

NEW YORK, Jan. 12—New developments broke last week in the dues hassle between Sales Executives Club of New York and National Sales Executives.

• First, Philip J. Kelly, SEC president and vp of Lynn Baker Inc., sent a letter to the presidents of all sales executives clubs affiliated with NSE. His letter is an explanation in detail of the New York Club's position. The club has voted to abolish its flat payment of $15 per member to NSE and to substitute a sliding scale of $15 per member for the first 1,000 members and $5 for each additional member. As previously reported (AA, Nov. 2), this would cut SEC's annual payments to NSE from $45,000 to $25,000, based on the club's current membership of 3,000.

• Second, J. A. McIlnay, NSE president, who is vp of marketing, Electric Storage Battery Co., Philadelphia, explained in an article in the current issue of *Salesweek*, NSE's official publication, why the national organization cannot grant the New York club's request for a reduction of dues. Mr. McIlnay cited several reasons. The NSE board in October turned down SEC's proposal (AA, Oct. 12).

• Third, NSE yesterday sent out a questionnaire to its members asking "some indication of where greater efforts are needed in building a better knowledge of ourselves, of who we are and what we're doing." Some SEC members view this as a further effort on the part of NSE to combat the stand of the New York club.

■ Mr. Kelly in his letter, pointed out that in the last 25 years the New York club had paid NSE over $710,000, "a good indication," he said, "of our continuing support of NSE down through the years."

The New York club, he said, "needs the services of NSE less than any other club, and in certain areas NSE is competitive with the New York club." Moreover, he noted, SEC helped in the organization of NSE and the first NSE headquarters used the facilities of the New York club.

Mr. Kelly pointed out that SEC, to service a membership of 3,000, requires a fulltime staff, that such a staff requires a program of pensions, hospitalization and insurance for employes, that a weekly magazine is essential to the club's progress and that to maintain a high-quality, selective membership, "it is necessary to employ two fulltime salesmen," who are paid on commission, an expense which NSE has refused to share.

"The directors of the New York club," Mr. Kelly said, "want to continue to support NSE within the limit of our financial ability. They feel that this can be achieved through a return to the sliding scale method of payment formerly in effect in NSE.

■ "We are not asking for a return to the sliding scale for ourselves alone," Mr. Kelly said. "It should be extended to any club with a membership of over 1,000 because, as other clubs reach the 1,000 mark, they will face the same problems we are facing now, and they will make the same request."

The idea of a sliding scale of payments is nothing new to NSE, Mr. Kelly said. It was "in effect in NSE from 1941 to 1950, when the rate was $10 for the first 500 members and $2 for each member over 500. We consented to go off the sliding scale temporarily when the NSE officers in 1950 sold our directors on the need for extra funds to develop new clubs.

"We were told that the sliding scale would be reinstated just as soon as the new club expansion program was completed. There were about 70 clubs in 1950. Now there are 229. The emphasis is no longer on new club development and aggressive promotion but on administration. So we feel," Mr. Kelly said, "there's no reason now for NSE to scorn our plea for a return to the sliding scale.

■ "To understand better our official relationship to NSE," Mr. Kelly explained, "it is important for you to know, also, that the New York club does not operate under any NSE charter. We have never had one, nor do we want one, because that would mean that our members would become direct members of NSE, and the club, in effect, would become a collection and sales agency for NSE.

"In order for us to accept an NSE charter, we would have to change our constitution and bylaws. This would require a long educational program and a vote of the entire membership. If we were to take a formal vote of our members today," Mr. Kelly said, "NSE would be rejected, by a big majority. We have diplomatically tried to avoid this issue in order to keep our affiliation with NSE."

■ Mr. Kelly also pointed out that a poll of the club's membership was taken last September (AA, Sept. 28), and that 76% of the replies indicated that the NSE affiliation was not worth the $45,000 it costs the club. Moreover 88% said they would support the proposal of a sliding scale.

"We have never had an opportunity to present our case before the executive committee of NSE," Mr. Kelly said. "They did call us into a meeting, but only after they had met the day before and flatly voted down our proposal. And then they made it clear that the matter would not be opened for reconsideration, nor would any alternative plan be considered.

"So here we are," Mr. Kelly concluded, "torn between what our members want us to do and our club's needs, and our personal desire to keep up our affiliation with our good friends in NSE."

■ Mr. McIlnay pointed out in his article in the current issue of *Salesweek* that the New York club's proposal was unacceptable because it would be "unfair discrimination within NSE." Moreover, he said, "it would be the beginning of an uncontrollable rash of exceptions everywhere and thereby destroy NSE through loss of revenue, loss of stature and the forced curtailment of its programs. A quantity discount for dues," he said, "is the exception and not the rule among associations. NSE is an organization of individual members. Each pays the same dues to NSE in accordance with the constitution and by-laws regardless of which local club he belongs to. No club pays dues to NSE as a club, but instead functions as the medium for transmitting individual member members' dues to NSE.

"The SEC proposal," he said, "violates the constitution and bylaws of NSE.

"No useful purpose is to be gained," Mr McIlnay said, "by anyone further belaboring this subject. To do so is simply to continue to ask for something that is not available to give. Consequently, I have no alternative but to declare the issue closed at this time."

■ The questionnaire sent out yesterday by NSE has evidently irritated some of the New York club's members. The questionnaire merely asks members to say yes or no, or true or false, to a series of questions about NSE activities. Most SEC members willing to talk about it said that they felt many of NSE's activities could be done at the local level more effectively than by the national organization. Others, however, said that they felt the questionnaire had no direct bearing on the dues argument.

Apparently, while a majority of SEC members support Mr. Kelly and the SEC board on the dues issue, there is a minority opposed to any action likely to breach SEC's affliation with the national body.

What the next move will be nobody seems to know. #

NEW LOW PRICE!
APRONS
FOR ONLY 6½¢ ea.
FREE SAMPLES!

Aprons are steadiest, most desirable, year-around premium. Perfect for give-aways, tie-ins, store openings, etc. As a result of our tremendous volume — we've sold millions of them — we now slash prices to new low — as low as 6½¢ each in volume! We have been and continue as leading U. S. Apron manufacturer.

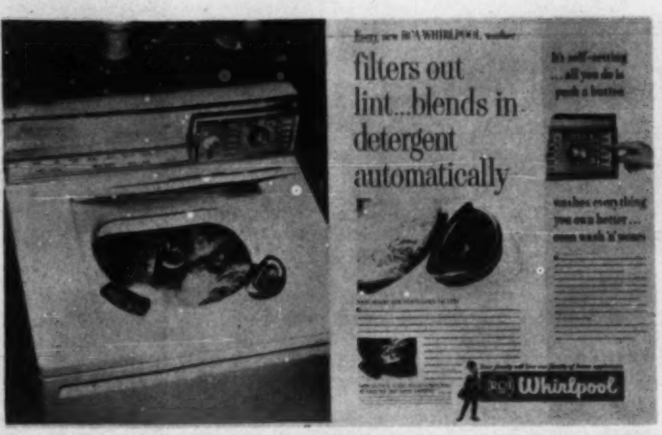
You can buy in one of three ways:

1. Bulk
2. In plain poly bags
3. In printed poly bags with name, design, trademark or other material on each bag

Further, we're happy to have ANY size order — regardless how large or small — no limitations.

You'll be amazed at the attractiveness and quality of our Aprons. Beautiful patterns . . . extra-large . . . fully ruffled . . . wide bands . . . virgin vinyl. You must see them to appreciate them. We'll send you samples FREE of cost or obligation on your request. *Write today!*

L & M COMPANY, Dept. AA-1
415 N. 8th St. • GArfield 1-0026 • St. Louis, Mo.



WHIRLPOOL PUSH—*Whirlpool Corp. will kick off its 1960 advertising campaign with this spread (proof shown here has no body copy) in the March 14 issue of Life. The company will use only print media this year.*

$190,000,000 Rail, Trucker Cross-Suit Gets Under Way

WASHINGTON, Jan. 12—Major anti-trust cross-suits involving truckers and railroads went to trial here last week, with the presiding judge cautioning the jury that it can expect to sit for six months.

On one side the case involves action by Riss & Co., Kansas City trucker, which charges that 28 railroads, four trade associations and one public relations firm—Carl Byoir & Associates—conspired to lobby against it with federal and state regulatory agencies. Riss asks $90,000,000 in damages.

■ In reply, the railroads and their allies contend that whatever they did was in an effort to help enforce congressional intent in transportation policies. Any restrictions against Riss by local governments were the result of Riss' misconduct, not lobbying activities of railroads, they contend. Their counter claim is for $100,000,000.

The case is being heard by a jury of five men and seven women before Federal Judge John J. Sirica. #

Y&R Names Simpson to Succeed Schneider in Chicago

Richard H. Simpson has been named vp and director of the merchandising department of Young & Rubicam's Chicago office. Mr. Simpson, a member of Y&R's merchandising department in New York since he joined the agency six years ago, succeeds D. G. Schneider, who has retired after 31 years with the agency.

Richard Simpson

D. G. Schneider

In its New York office, Y&R has named Henry P. Stockbridge and James M. Symington, account executives in the contact department, vps.

Dobeckmun Boosts Caparon to Advertising Manager

Michael G. Caparon has been promoted to manager of the advertising department of Dobeckmun Co., Cleveland, a division of Dow Chemical Co.

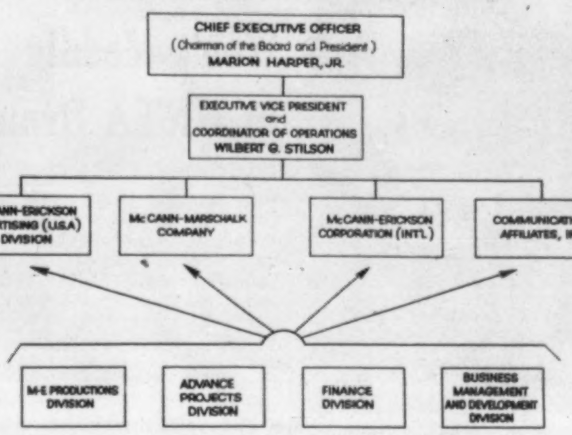
Michael Caparon

Mr. Caparon has been acting manager of the department for the past two years. Before joining Dobeckmun in 1957, he was an advertising specialist with the apparatus division of General Electric Co.

NBC Press Promotes Two

Charles A. Henderson has been named manager of press relations in the press and publicity department at NBC, New York. In addition to his new supervisory duties, Mr. Henderson will retain responsibility for publicity for the NBC radio network, the owned stations division and NBC Spot Sales. At the same time, NBC press has broadened the responsibilities of Cornelius K. Sullivan and given him the new title of manager of administration and services.

McCANN-ERICKSON INCORPORATED


CHIEF EXECUTIVE OFFICER
(Chairman of the Board and President)
MARION HARPER, JR.
EXECUTIVE VICE PRESIDENT and COORDINATOR OF OPERATIONS
WILBERT G. STILSON
McCANN-ERICKSON ADVERTISING (U.S.A.) DIVISION
McCANN-MARSCHALK COMPANY
McCANN-ERICKSON CORPORATION (INT'L.)
COMMUNICATIONS AFFILIATES, INC.
M-E PRODUCTIONS DIVISION
ADVANCE PROJECTS DIVISION
FINANCE DIVISION
BUSINESS MANAGEMENT AND DEVELOPMENT DIVISION

McCann-Erickson Reorganizes

(Continued from Page 2)

Mr. Harper, give the agency "a pattern of organization that parallels and anticipates the marketing needs of progressive business and meets the requirements of the agency of the '60s."

Creation of the divisions, said Mr. Harper to 50 executives of the agency's regional offices here for a two-day management meeting, fulfilled a plan projected three years ago.

He said their formation "recognizes that there has been a natural evolution to the agency's current practice of having separate marketing functions performed by specialized, autonomous components." The new setup "represents a departure from the traditional agency structure in which services other than advertising are performed by subordinate departments."

■ The arrangement, he added, enables McCann-Erickson to "concern itself exclusively with creative advertising functions" and helps "advertising professionals to concentrate on their own specialty without becoming entangled in the technicalities of communications outside their immediate area.

"At the same time," he said, "research, sales communication and public relations have been taken out of advertising's shadow and given their rightful place in marketing strategy."

Heading McCann-Erickson Advertising (U.S.A.) will be Robert E. Healy, chairman; C. Terence Clyne, vice-chairman, and Emerson Foote, president. Paul Foley will be exec vp in charge of the eastern region (New York, Atlanta, Detroit, Houston). Phipps L. Rasmussen is exec vp in charge of the western region (Chicago, Los Angeles, San Francisco). This division of McCann-Erickson Inc. will employ 1,200 persons in seven offices.

■ McCann-Marschalk, "organized on a traditional basis with self-contained departments," will specialize in the marketing needs of "growth companies." This division has six offices in the U.S. (New York, Atlanta, Boston, Miami, Cleveland and Portland, Ore., the latter two formerly McCann-Erickson branches) and four abroad (Frankfurt, West Germany; Monterrey, Mexico; Paris, and Sao Paulo, Brazil). The Paris and Frankfurt operations were launched in 1959. This division will have 396 persons on the payroll.

■ McCann-Marschalk will have Stuart Watson as board chairman; S. L. Meulendyke as vice-chairman and William E. McKeachie as president. Mr. McKeachie has been chairman of McCann's British company for the last five years. Harry C. Marschalk is honorary chairman.

McCann-Erickson Corp. (International) is headed by Sylvester (Pat) Weaver, chairman, and Armando Sarmento, president. Don Armstrong is chairman of Communications Affiliates Inc., and Frank Armstrong (no relation) is president. Communications Affiliates was formed this week. It combines Sales Communication Inc. (now the SCI division); Communications Counselors (now the CCI division), and Market Planning Corp. (now the Marplan division).

■ The parent organization, McCann-Erickson Inc., will be headed by Marion Harper Jr., chairman, president and chief executive officer, and Wilbert G. Stilson, exec vp and coordinator of operations.

All operations will be able to draw on McCann's newly-created M-E Productions Inc. for tv and radio services. Head of this division is Mr. Clyne. Thomas P. Losee is exec vp. Likewise servicing all four agency operations will be another new organization, called the advance projects division, headed by Matthew (Joe) Culligan, who joined McCann this week in an unannounced assignment. The finance division and the business management and development division round out the service groups.

■ In response to a question, Mr. Harper told a reporter that his clients "were not so much concerned with how we are organized as they are with how we produce for them." He said the reorganization assisted "understanding of our operations."

Mr. Harper apparently knows his clients, for a check of several today by AA elicited such comments as these:

"We are not concerned with the organizational systems that Marion holds so dear. They don't affect us one bit; McCann supplies the services we need and we don't care how the agency is set up, so long as we get them."

■ The client said he didn't "see why Marion does these things, because the same situation persists after these reorganizations; we see the same people and get the same service; perhaps he sees each step as improving his service to clients." He added that this reorganization was probably launched "to see if they could find the combination of executives that makes the operation work best."

A spokesman for Schenley Industries, noted for frequent reorganizations of its own, said his company was "a neophyte compared with McCann when it comes to reorganization." He added, however, that the McCann revamp "doesn't affect us particularly, so far as we can see now."

McCann handles Schenley's Golden Wedding, Old Charter, O. F. C. Canadian and other labels. #

Last Minute News Flashes

Westinghouse, General Mills in Joint Coupon Drive

New York, Jan. 15—Westinghouse's spoutless coffee maker and General Mills' Softasilk cake flour are featured in a coupon promotion which breaks Jan. 22 on "Desilu Playhouse" (CBS-TV). Color spreads in the February issues of *Ladies' Home Journal* and *McCall's* and cooperative newspaper ads by appliance dealers follow. Some 1,000,000 certificates placed in Softasilk cartons will be redeemable for $1 each from General Mills when accompanied by a certificate received with the purchase of the coffee maker. McCann-Erickson (Westinghouse) and BBDO (General Mills) cooperated on the drive.

La Salle Bank Names MacFarland; Other Late News

• **La Salle National Bank,** Chicago, has moved its account from Henri, Hurst & McDonald to MacFarland, Aveyard & Co., Chicago, effective Jan. 15, as predicted exclusively in Advertising Age last week. The account, which bills approximately $200,000, follows Jerome Westerfield, former Henri, Hurst vp and supervisor on the La Salle National and Perfect Circle accounts, to MacFarland (AA, Jan. 11).

• **S. Seymour Elbling,** formerly with Richard K. Manoff Inc. and Edward H. Weiss & Co., has joined the marketing-merchandising division of Fletcher Richards, Calkins & Holden, New York, as a field contact man on the National Distillers Products Co. account.

• **Compton Advertising,** New York, has put about $1,000,000 in additional billing on its books, thanks to some internal shuffling by Mobil Oil Co. Recently Mobil dissolved its subsidiary, General Petroleum Corp., which became part of the parent organization. Subsequently GP's advertising, handled by Stromberger, LaVene & McKenzie (which became the Los Angeles office of Fuller & Smith & Ross Jan. 1), was switched into the Compton shop.

• **Alex T. Franz Inc.,** Chicago, has been named to handle the newly-created data processing systems division of Smith-Corona Marchant Inc., Syracuse.

• **The Ontario Retail Farm Equipment Dealers' Assn.** and its Canadian Farm & Industrial Equipment Show have named J. J. Gibbons Ltd. to handle advertising.

• **Melvin G. Grover,** onetime ad director of Fawcett Publications, will resign as senior vp and board member of Wilson, Haight, Welch & Grover, Hartford, on April 15 for "compelling personal reasons." He will announce his plans in April.

• **Gillette Safety Razor Co.,** Boston, still has hopes of continuing its sponsorship of the "Friday Night Fights" on tv. Possibilities are (1) getting NBC to change its mind about dropping the fights in September, (2) getting another network to carry them or (3) the razor company's setting up its own station hookup. A company executive said it was looking at all angles. Maxon is Gillette's agency.

• **Jackie Agnew West,** an associate creative director at Cunningham & Walsh, New York, has been elected the first woman vp in the agency's 40-year history. She is also copy group head on the Andrew Jergens account. F. Stanley Newbery Jr., formerly an account supervisor with McCann-Erickson, has joined C&W as vp and account supervisor.

• **George B. Bogart,** formerly vp of Fletcher Richards, Calkins & Holden and manager of its Chicago office, has been appointed vp of advertising and public relations director of Arvida Realty Co., subsidiary of Arvida Corp., Florida land developer.

• **Michael Sheets** has joined McCann-Erickson, Chicago, as account executive on Swift ice cream. He formerly was with N. W. Ayer & Son, Philadelphia, as account executive for Sealtest and other package goods accounts.

• **John H. Wrath** has been promoted from exec vp to president of Headley-Reed, New York, radio-tv station representative. He replaces Sterling Beeson, who resigned to go into the station ownership business.

• **Robert S. Muller,** formerly sales manager of *Chemical Week,* and Elton J. Tuohig, formerly sales manager of *Chemical Engineering,* McGraw-Hill publications, New York, are expected to be named publishers of their respective publications next week. They will succeed Wallace F. Traendly, formerly publisher of both papers, who has been named senior vp of the company's publications division (*see story on Page* 2).

• **Joseph P. Baiger,** formerly sales manager of Donnelly Advertising Corp. of Maryland, a Baltimore affiliate of John Donnelly & Sons, Boston, has been named New York manager of national sales for the parent company. He will succeed John E. Clark, who has resigned.

• **S. C. Johnson & Son,** Racine, Wis., has started marketing Holiday, a new car washing cream polish, mostly in southern states, with national distribution the goal some time this year. Newspapers and tv spots will be used in local markets in Florida and California starting in February, and the local promotions will be supported with spots on certain network tv shows sponsored by Johnson. Foote, Cone & Belding is the agency. The new polish comes in a 15½ oz. plastic squeeze bottle, which sells for $1.95.

• **Adams & Keyes** has folded its Chicago office, following the departure of Carl Harris with the $100,000 Dearborn Chemical account (AA, Nov. 30). Stanley Keyes, board chairman, said the agency hopes to make other arrangements in Chicago. He said that Dearborn was the only account of consequence handled by the office.

• **Arthur J. Kemp** has resigned as vp, senior account service supervisor and plans board member of the Marschalk & Pratt division of McCann-Erickson (now McCann-Marschalk) to become vp and assistant to the president of Compton Advertising.

• **George Abrams,** former Revlon ad boss and now president of Hudnut-duBarry, Morris Plains, N. J., undeterred by the quiz scandal even though he was a featured witness in Washington, is considering a choice between NBC and ABC time periods for "Predictions," the new big-money tv show he plans to start for Hudnut in February or March. It will, he said, be an "unfixable show."

• **William E. Farragher Jr.,** assistant advertising manager of Youngstown Sheet & Tube Co., Youngstown, O., has been promoted to advertising manager. He succeeds Roy A. Curl, who continues with the company as sales promotion manager.

Ads Become Clues in Fake Colored Jewelry Caper

(Continued from Page 2)

the purchasers were Prince Aly Khan's half-brother, Prince Sadruddin Khan, and his wife. But who was the American jeweler? Gossips began figuring that there were only about five jewelers that would be handling jewelry of such price and description.

■ Since an American jeweler was specifically mentioned in the news item, Tiffany & Co. was one of the prime suspects—to such an extent that the company felt compelled to run a disclaimer ad in the Jan. 1 issue of the *New York Times.* The all-text ad referred to the jewels which had been sold "without revealing the fact that they had been artificially colored."

The ad then pointed out that "the description of the seller in the newspaper article as 'an American jeweler of excellent reputation' has apparently raised the question ...whether this ... meant Tiffany & Co. The answer is: It was not Tiffany & Co." The ad was handled by Reach, McClinton & Co.

■ The ad further fanned speculation to the extent that in Tuesday's *New York Times,* two more jewelers, Cartier and Van Cleef & Arpels, joined in a double disclaimer. The two ads, printed as engraved announcements, ran side by side and were identical except for the logos.

In each ad, the copy read in part: "We now find it necessary, as internationally known jewelers, to assure our patrons and friends that we are not the jeweler concern in question."

■ Cartier scheduled only this one insertion, but the next day Arpels repeated its half of the ad in the *New York Herald-Tribune* and *Journal-American.* Arpel's agency is Edwin Bird Wilson Inc. Cartier is handled by Albert Frank-Guenther Law.

These ads then prompted a fourth jeweler, Black, Starr & Gorham, to issue a similar announcement. An ad "to inform our customers and friends that we are not the jewelers involved," will run in the forthcoming Sunday *New York Times.*

■ Over at a fifth jeweler, Harry Winston & Co., the word is that no advertising is planned. "We aren't going to say we didn't do it; we aren't going to say we did do it; we plan no advertising at all," the agency, Albert Woodley Co., told Advertising Age. #

National-U.S. Radiator Has Four Agencies, Not None

In a story earlier this month reporting the purchase of National-U.S. Radiator Corp., Johnstown, Pa., by Crane Co., Chicago, Advertising Age erroneously reported that National-U.S. Radiator did not have an agency (AA, Jan. 4). Crane Co. supplied the erroneous information.

AA has since learned that at least four agencies handle advertising for National-U.S. Radiator and its subsidiaries. Smith, Taylor & Jenkins, Pittsburgh, handles advertising for six divisions of the company. Viking air products division, Cleveland, is handled by Carr Liggett Advertising, Cleveland, and Cyclotherm division, Oswego, N.Y., is handled by Chapman-Nowak & Associates, Syracuse, N.Y. Wolf & Sayre, Santa Barbara, Cal., handles ads for the company's Drayer-Hansen division, Los Angeles.

New FTC Plaints Hit 4 TV Users, Agencies

(Continued from Page 1)

tion of the industry (AA, Jan. 15). Bates, which already had trouble with FTC (Colgate's with Gardol, Life cigarets); with the broadcasters' tv code review board (Preparation H) and with the Supreme Court-FTC (Carter's Little Pills), was estimated to be reshooting or to have reshot more than 100.

A Bates official said, however, that although some commercials are being remade, the number has been greatly exaggerated. It is "nothing like 100," he said.

■ Despite the fact that Colgate-Palmolive Co. defended its use of Plexiglass in this shaving demonstration, from now on when Palmolive Rapid Shave uses the sandpaper demonstration on tv, the sandpaper will be real sandpaper.

A spokesman for Colgate told Advertising Age that the commercial, which is used on spot and network, will be changed in line with the FTC's objection. He said the new commercial will lose camera perfection.

In a statement issued following the complaint, the company explained that Plexiglass was used in the demonstration, not as a misrepresentation, but as a device to overcome photographic difficulties. The shading variations between shaved and unshaved sandpaper did not show up clearly on the film, it was explained.

The company said its research had proved beyond any doubt that sandpaper could be shaved as demonstrated in the commercial. "This demonstration has been successful on many occasions, and most recently to an FTC representative, who actually made the sandpaper test himself," the company said.

"The use of the photographic device is merely another example of the blue shirt-white shirt problem and falls directly into the area generally accepted by the FTC, in which they have stated it is permissible to use such devices to overcome filming and lighting problems, where no misrepresentation results," Colgate stated.

■ The new Super-Strength Alcoa Wrap commercial to which the FTC objected finished its anticipated run in December, before the government complaint was made, Aluminum Co. of America said.

However, Alcoa denied that this commercial—one of several used for demonstrating the claimed superiority of the new wrap—"sought to deceive." The company said that copies of the independent test reports "which established the strength superiority of New Super-Strength Alcoa Wrap over other aluminum foil wraps available at the time the new product was introduced" have been made available to the FTC. The company said the FTC complaint did not "question the established superiority" of the Alcoa product.

■ Lever Bros. said it would continue to use the tobacco stain commercial for Pepsodent. Practically all the hefty Pepsodent budget goes into spot or network tv.

This is how Lever set forth its position:

"The FTC did not say that Pepsodent will not remove yellow smoke stains, nor did it claim that the tv demonstration in any way misrepresented what actually occurs.

"It charged only that the visual method used to demonstrate that Pepsodent removes smoke stains from teeth doesn't prove it. We are confident that we will be able to prove to the commission satisfactorily that the demonstration used is in all respects appropriate to convey properly Pepsodent's ability to remove yellow smoke stains."

■ Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, described the Pepsodent commercial as "completely honest."

He said he had seen only newspaper reports on the FTC complaint. "I don't understand it," he added. "The ad never said it [Pepsodent] would remove stain from *all* teeth. And neither does the ad say it would remove accumulated stain from the teeth of habitual smokers."

Mr. Cone said any decision on what action to take in regard to the complaint is up to the client, but that he would defend the commercial as honest and truthful.

"I'm for the FTC," he added. "I'm not mad at anybody."

■ Standard Brands entered a strong defense of its "flavor gem" story, but said that this copy approach would be dropped in all media.

Said the company: "The presence of the gems in Blue Bonnet margarine is an established fact and not misleading in any way. The FTC's complaint does not concern itself with the product or its qualities . . .

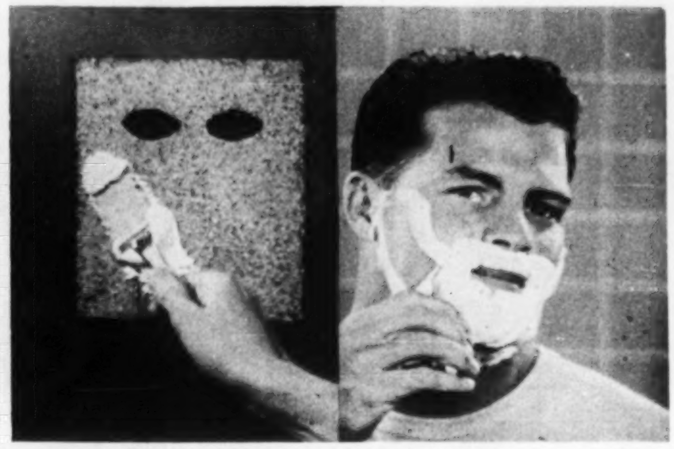
"Our claims were carefully reviewed by our research labs . . . to assure the truth of the claims in our tv demonstration . . . The existence of flavor gems was satisfactorily demonstrated to a representative of the FTC at the company's labs."

Standard Brands insisted that "flavor gems," the "liquid droplets," are in fact the essential carriers of the flavor elements in both Blue Bonnet and butter. While they can be seen with ease with the naked eye, showing these droplets so they can be seen on tv presents a problem, it was stated.

■ While the complaints all dealt only with deceptive demonstrations, they were not confined solely to tv. FTC said deceptive material for Alcoa wrap appeared in newspapers as well as tv. It said deceptive ads for Blue Bonnet were in newspapers, periodicals, and tv.

Issues raised in the complaints were these:

Blue Bonnet margarine: The complaint said a typical tv commercial shows three similar appearing products—Blue Bonnet, butter and a competitive margarine. The audio portion advises: "Blue Bonnet is made by the new exclusive 'flavor gem' process. When Blue Bonnet is spread like this, you see 'flavor gems' just like on 'high priced' spread. The rich taste you love in the 'high priced' spread comes from these and they're the secret of Blue Bonnet's true natural taste. But no 'flavor gems' appear on this other popular margarine, and a margarine without flavor gems just doesn't taste like the 'high priced' spread."



PALMOLIVE—*Two frames from the Palmolive shave cream commercial show the "sandpaper" on left and man shaving, with the implication, according to FTC, that the moisturizing action of Palmolive makes the shaving of even sandpaper easier.*

FTC said this approach creates the false impression that because of the presence of "flavor gems" on Blue Bonnet and butter they are better tasting than the other product, and that Blue Bonnet is more similar to butter and therefore superior to competitive margarine.

■ The ad is misleading and deceptive, the complaint says, in these respects:

"1. The moisture drops or 'flavor gems' illustrated are magnified in size.

"2. The moisture drops shown in the television demonstration are not moisture drops produced in the oleomargarine of Standard Brands Inc., and butter, but are in fact drops of a non-volatile liquid applied to the surface of these products for the purpose of the demonstration.

"3. The presence of moisture drops or 'flavor gems' is not determinative of the flavor and quality of either respondent's product or butter. On the contrary, the presence of visible moisture in butter and oleomargarine is undesirable and sought (sic) to be avoided by the industry."

■ **Palmolive shave cream:** Video advertising shows a hand holding a razor and shaving what purports to be a dry piece of sandpaper to which Palmolive rapid shave cream has been applied. The misleading implication is made, FTC said, that the "moisturizing action" of Palmolive makes it possible to immediately shave off the sandpaper's rough surface, and that the demonstration proves the product's "moisturizing" properties in actual use in shaving. The truth is, the complaint said, such proof is not given, and the supposed sandpaper is actually a "mock-up," made of glass or Plexiglass to which sand has been applied.

Alcoa wrap: Here the video portion shows two hams side by side. The one labeled "ordinary wrap" is dried out and the foil tattered and torn. The other, labeled "new super-strength Alcoa Wrap," is fresh and the foil is torn. Meanwhile, FTC reported, the announcer claims: "Look. These leftover hams were wrapped and unwrapped the same number of times. The ordinary foil is tattered and torn. Ham is dried out, tasteless. But not a rip in the Alcoa Wrap. Ham is juicy and tasty."

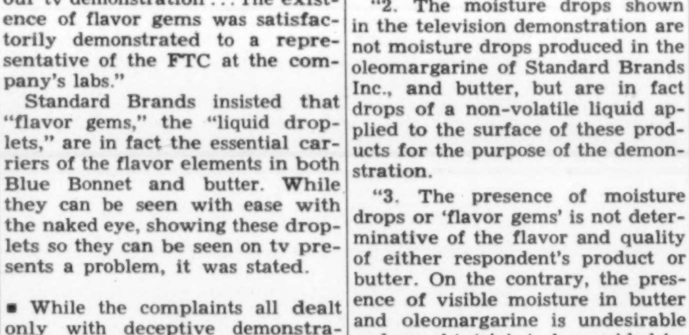
In fact, FTC said, the two hams were not wrapped and unwrapped the same number of times. They were selected from several hams which were allowed to age without wrapping for various periods. The ham which appeared to be freshest and moistest was used to demonstrate Alcoa Wrap, while the most dried out and tasteless was used to demonstrate "ordinary wrap." Furthermore, FTC said, the ordinary wrap "was deliberately torn and severely wrinkled but Alcoa Wrap was not subjected to this deliberate abuse."

Pepsodent: Cited in the complaint is a demonstration which shows Pepsodent wiping off tobacco stains. The announcer explains: "This is a cigaret smoking machine. It deposits yellow smoke stain on enamel like the hard surface of your teeth [sound of rapping on enamel]. With Pepsodent, we brush across the stain. Then rinse with plain water." The video portion shows a lab technician brushing Pepsodent across the stain, rinsing it, and pointing to the clear area. "See," says the announcer, "the smoke stain is gone where we used Pepsodent. Yes, Pepsodent removes even yellow smoke stain, perhaps the hardest of all stains to remove. In fact Pepsodent cleans your teeth more effectively."

This demonstration, FTC said, does not actually prove, as purported, that Pepsodent toothpaste is effective in removing tobacco smoke stains from the teeth of all smokers, and especially the accumulated stains from the teeth of habitual smokers.

■ Also pending at FTC is the complaint issued against Libbey-Owens-Ford Glass Co. and General Motors charging that deceptive photographic techniques were used in commercials comparing distortion of L-O-F safety plate glass in GM cars with safety sheet glass in other makes (AA, Nov. 9). GM has filed a denial, but there has not been an official reply from L-O-F yet.

Today's complaint against Colgate-Palmolive is the second against ads for a C-P product in recent months. In November, FTC charged that Colgate Dental Cream with Gardol does not completely shield the user from tooth decay, as the ads imply. #



ALCOA—*The above shot from the Alcoa commercial for its foil wrap shows the two hams, which FTC says were never wrapped in foil, and the two foils. FTC says the foil on the left was excessively crumpled and torn ahead of time for the commercial.*

Standard (N.J.) Won't Meddle in WNTA Drama

(Continued from Page 1)

have no voice in the subject matter, script, production techniques or cast of each week's play," M. J. Rathbone, president of Jersey Standard, said. "This is a hands-off policy that we have traditionally followed in our long sponsorship of daily newscasts on the 'Esso Reporter' on radio and television," he added.

■ The company, which does no product advertising, has further indicated that it would probably devote much less time to commercials than the 12 minutes it is entitled to under the National Assn. of Broadcasters code. Some of the commercial time may be used for commentaries on the play, the actors and the playwright, a company spokesman said. "We would prefer not to break the mood of the play," he added.

The company was meeting with its agency, Ogilvy, Benson & Mather, today to discuss plans for its commercials.

■ Until Jersey Standard came to the rescue, the drama played on shaky ground, with a continually changing lineup of participating sponsors. Any remaining advertisers will be leaving the show by Feb. 7 because of a contract clause which states that a full sponsorship buy supercedes participations.

One source indicated that the oil company will spend a total of about $40,000 each week for the show. At best, this would cover only production costs. "Play of the Week" costs between $40,000 and $45,000 to produce, Don J. Quinn, general sales manager at WNTA-TV, told Advertising Age. He said that Jersey Standard paid the full card rate for time charges but would not say what that amount was. The production budget has been kept to that low figure through special arrangements with unions and talent.

■ To make the play a profitable venture, the station may put it into syndication. Standard Oil and a few other advertisers have shown an interest in sponsoring the show in other markets, Mr. Quinn said.

"Play of the Week," which presents a different drama each week, is shown weekdays at 8 p.m., Saturday at 10:30 p.m., and Sunday at 3 p.m., EST. #

Bruck Shifts from Pharmaceuticals Inc. to Maxwell Sackheim

(Continued from Page 1)

years ago when he sold out and it became Heineman, Kleinfeld, Shaw & Joseph. He then moved into the Pharmaceuticals Inc. operation with which he had already been associated more than 20 years.

■ The Franklin Bruck agency created the original Serutan advertising. After he sold out, Mr. Bruck went to Edward Kletter Associates, predecessor to Parkson Advertising. When Parkson was formed in July, 1957, Mr. Bruck became exec vp and chairman of the plans board. About six months later he shifted from the agency to the client as vp in charge of new business acquisitions, where he has been until now.

Maxwell Sackheim was an account executive at Franklin Bruck Advertising before setting up his agency. #

Cohen
Garwood
McEachern
Milne
Bourassa
McCaskill
Coleridge
Mair
Allen

CANADIAN CONFAB—*The seventh annual seminar of the Toronto chapter of the American Marketing Assn. attracted a record-breaking number of admen. Among them were J. S. Cohen, Hugh C. McLean Publishing; Keith Garwood, James Lovick & Co.; J. E. McEachern, Baker Advertising; J. N. Milne, MacLaren Advertising; Yves Bourassa, McCann-Erickson; D. B. McCaskill, McKim Advertising; Stan Coleridge, McKim Advertising; Mace Mair, Poster Ad Assn. of Canada; Bill Allen, Whitehall Labs.*

Matthews Heads Marketing Setup at United Carbon

(Continued from Page 3)

to step up its marketing activity in Europe.

Executive headquarters of the company shifted last year from Charleston, W. Va., to Houston, Tex. The new marketing committee has offices in New York, Houston and Akron and will hold monthly meetings to coordinate programs.

▪ To head up advertising and public relations, United Carbon has brought in Russ Matthews, a veteran of Union Carbide Corp. Mr. Matthews was with Carbide for 28 years, mainly with the plastics division. His last assignment there was manager of marketing for the Vinylfoam division. Mr. Matthews will be headquartered in New York.

Russ Matthews

Other appointments to the marketing committee are:

John F. Bahm, formerly manager of new products and commercial development, who was named manager of international sales. Prior to joining United, Mr. Bahm was with General Electric for 12 years. He will be headquartered in New York.

James R. Boyle, formerly sales coordinator, named carbon black and rubber sales manager, headquartered in New York. He spent eight years at Armstrong Rubber Co. before joining United.

Harry Bowen, formerly materials control manager of United Rubber & Chemical Co., a division of United, named manager of distribution, headquartered in Houston.

Frank O. Holmes Jr., formerly factory manager of W. J. Voit Rubber Co., to manager of United's new technical laboratory, to be completed this year in Akron.

▪ James A. Myers, formerly manager of United's Akron office, to manager of national account sales. (His brother, Fred Myers, will now head up Akron district sales.)

Carl W. Snow, formerly manager of sales service, to manager of field technical service, headquartered in Akron.

Ely Balgley, formerly assistant director of market research, Wyandotte Chemicals, to manager of market research, headquartered in New York.

Dr. Isaac Drogin, who joined the company in 1939 as director of research, named senior technical adviser, headquartered in New York.

All appointments were announced by Morrison M. Bump, exec vp of United Carbon. #

Coca-Cola Promotion Disc Was Pioneer in Field, 'AR' Recalls

CHICAGO, Jan. 13—That 7" 45rpm promotional record Coca-Cola started offering a few years ago as a premium has topped the 1,000,000 distribution mark, probably setting a record for promotional discs.

This is one of a number of interesting sidelights about the promotional record business that appears in detailed review of the subject in the February *Advertising Requirements*, due out early next week.

▪ Titled, "Phonograph Records, a Powerful Sales Tool," the report reviews a number of the current offerings ("Sing With the Four Roses Singing Society," Texaco's "Swing into Spring" and Watchmakers of Switzerland's "The Golden Ones," to mention a few) and explains exactly how they were produced, how they were used promotionally and what the results were.

Advertisers have made the greatest use of the medium, the article says, but notes that at least two agencies—Hicks & Greist and Kenyon & Eckhardt—have used records for Christmas greetings or as a mailing to new clients.

▪ Out of the review, by Ted Sanchagrin, *AR's* eastern editor, Mr. Sanchagrin draws a series of do's and don'ts about promotional records. Paramount among these are:

- "A record alone is not enough. It has to be sufficiently entertaining to get maximum benefits. Don't bother with the cat-and-dog records.
- "It has to have top talent, music and material.
- "Preferably, it should be tied in with other media. Don't expect a record to sell itself. Advertise the tv show you'll introduce the premium on, and advertise it afterwards. Integrate it with point of purchase." #

Herbert Valen Opens Offices

Herbert Valen has opened a creative and art service company, Valen Associates, with offices at 211 E. 51st St., New York. Mr. Valen was formerly with *The New Yorker* for 15 years. The new company will provide either a complete package from idea through total production or, all phases of sales promotion, direct mail and cartoon art.

Ads Sans Market Skill Can Waste Ad Funds: Crisp

Guild, Bascom Exec Cites Growing Sophistication of Eager Competitors

MINNEAPOLIS, Jan. 13—A major threat to the advertising business, ranking alongside the one growing out of the tv quiz scandal, exists today:

"It is the threat that the clients who pay the bills may discover how grossly ineffective a major share of the advertising we produce actually is."

The ineffectiveness arises from a compounding of errors, according to Richard D. Crisp, vp and director of marketing, Guild, Bascom & Bonfigli, San Francisco.

"One of the major leaks in the bucket of advertising effectiveness you pay for but never receive is the loss of impact which results from the overwhelming sameness of so much advertising in so many product classes," Mr. Crisp told a meeting of the Minneapolis chapter of the American Marketing Assn. today.

▪ "There is a deadly, dull and indistinguishable grey blanket of nothingness poured over most of the campaigns in high-spending product categories like cigaret advertising," he said.

Other major sources of advertising ineffectiveness, he said, are:

- Manufacturer-slanted or factory-oriented ad approaches and appeals.
- Failure to adopt a sharply defined strategic approach.
- Gross underspending or attempting to spread a given appropriation over too wide an area.

▪ "The activities of advertising agency marketing departments today tend more and more to be focused on identifying and correcting these potential leaks," Mr. Crisp said. "This is, to my way of thinking, an extremely desirable trend."

The changing shape of marketing activity of agencies, he said, includes the areas of new product planning, testing, development and launching.

"While new product activity by the agency's marketing department is not new, this is an area in which the past few years have produced an almost completely new set of ground rules," he said.

One is the concept of "flying speed"—that is, the minimum market share needed to keep a product healthy. "Unless you can achieve a market share which is well in excess of the minimum flying speed level—quickly and on a reasonable advertising and promotional investment—you would be well advised to launch a product in some other product class," he said.

▪ The second change involves the length of the period over which the company plans to do investment spending, Mr. Crisp said. He noted Procter & Gamble used to use a widely copied three-year introductory plan. During that period all money available after fixed costs were paid was devoted to launching a product.

"At the end of three years, if sales were on target, P&G would have no profit on the product, but neither would they have a loss. They would have created an 'asset value'—a going business with annual volume at the rate of x millions of dollars—without spending a dime to do it."

In recent years, Mr. Crisp noted, several factors have upset this formula, including the increasing alertness of competition.

"There are relatively few product classes of any size today in which established market leaders will hold still while P&G or anyone using the P&G formulas launches an invasion," he added.

▪ Mr. Crisp described an illustrative case in which, he said, Toni Co. upset the introductory plans for Colgate's test product, Lustre Creme home permanent. Toni learned Colgate's test markets, and doubled its ad expenditures there. Then it used those same markets to introduce an Epic home permanent, which featured a "magic wand" to use in winding curls.

"At the end of six or eight weeks, Epic was outselling Lustre Creme by a very substantial market-share margin," the researcher said. "I wonder what ever happened to Lustre Creme home permanent? Or Epic home permanent?

"A high level of competence in the planning, execution, analysis and interpretation of market tests is essential in an adequate agency marketing department today," he said. #

Chambers Reports 17% Rise in Income in First Six Months

As a result of a 17% increase in business income during the first six months of the current fiscal year, Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, declared a midyear bonus for all employes. The agency reports total assets now exceed $425,000.

Chemstrand Names Carvin

Charles W. Carvin Jr. has been named director of merchandising of Chemstrand Corp., New York. He has been serving as acting head of the merchandising department for several months. Before that he was assistant to the vp and general manager of the marketing department.

Push Recognition of Business Paper Ads' Value: Williams

CHICAGO, Jan. 12—Business papers won't get in on the "golden, spectacular, zooming, booming" '60s unless they win greater respect for business paper advertising, Leo Williams, ad sales director of *Home Furnishings Daily*, warned here yesterday.

Talking to the Chicago Business Publications Assn., Mr. Williams said business publications in 1959 enjoyed only slight gains in dollar volume, far below the sales gain rate of most businesses during the year. (Business paper ad volume was up 3.9% in 1959, according to *Industrial Marketing*; see story on Page 58.)

Reason for this, he said, is that business papers still haven't solved their major problem—the "need for developing greater understanding and recognition of the value of business paper advertising."

▪ He urged business papers to:

1. Develop strong advertising and promotion programs aimed at selling business papers generally, not just an individual publisher's publications.

2. Sell top management of advertisers on business paper advertising. Mr. Williams noted that his company, Fairchild Publications, has hired a man just to do this job. He sells no space, but instead talks to top managements, telling how business paper advertising can solve marketing problems.

3. Develop better methods of showing the effectiveness of business paper advertising, to meet growing demands for proof of its effectiveness. #

Ordinance Banning Trading Stamps Passes First Reading

The city council of Greybull, Wyo., has passed on first reading an ordinance banning trading stamps. A similar ordinance passed by Casper, Wyo., was upheld in district court, while the state law was found unconstitutional in another district court. Both have been appealed to the Wyoming supreme court, and a ruling is expected in April.

Storer Ups McCarthy, Boundy

Dean McCarthy, formerly operations manager at WITI-TV, Milwaukee, has been appointed to the new post of director of quality control at Storer Broadcasting Co., Miami, Fla. Glenn Boundy Jr., previously national sales service manager at WJBK-TV, Detroit, has been named to replace Mr. McCarthy at WITI-TV. Mr. McCarthy will head a new department to conduct a continuous review of Storer stations for compliance with NAB code standards and FCC rules.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 **47,344**

HELP WANTED

CIRCULATION MANAGER for 3 farm publications. Must be experienced. Top salary and good future for right man.

Box 3313, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We are looking for an **ACCOUNT-SALES-EXECUTIVE** with billing who is looking for increased earning power with unlimited potential.

The man we want knows how to sell art and photography. He'll work for one of the Midwest's largest photographic and art studios. As a selling point to his established clients and new clientele, he'll be able to talk about complete studio facilities under one roof . . . layout, illustrative photography, retouching, and assembly. He'll also be able to boast about a top flight location division that will go anywhere in the United States or Canada to do a job, and do it well. Because you'll be with a real leader in the photographic and art field, we want a real leader in the selling field. All replies will be kept confidential. Our employees are aware of this ad. Send complete resume in first letter.

Box 3272, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALES OPPORTUNITY

SELL media values and marketing opportunities to present and prospective advertisers and their agencies. Manage established Midwest territory for leading magazines in field.

Here are some of the requirements . . .

1. Young (26-40)
2. Intelligent
3. Experienced (2-10 years in advertising, sales or marketing)
4. Hard working (We have found no short cuts)
5. Creative (It still takes ideas)

If you fit these requirements, write **TODAY**, detailing how well you fit them. Give all necessary facts in your first letter. Replies confidential, of course.

Box 3273, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

EDITOR

Creative organization will pay top salary for editor with good writing ability and a flair for promotion. Advertising experience desirable. Send resume, samples.

Box 3290, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE TRAINEE

Young man who has completed military service to assist president of rapidly growing communications firm. Applicant will have every opportunity to learn all phases of business and eventually attain executive status. Must be bright, alert and ambitious. Send complete resume to

Box 3288, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP FLIGHT COPYWRITER

The largest women's specialty store of its kind with headquarters in Chicago has opening for top flight copywriter. The person we want must have a feeling for words, a flair for showmanship, must respond to and be stimulated by the drama and excitement of a fast-paced retail operation. Position will lead to a top management job. Salary commensurate with qualifications, which must include retail store experience. Send complete resume of background and salary desired. Reply in confidence. Our organization knows of this ad.

Box 3289, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

4A AGENCY COPYWRITER

Southwestern Ohio agency has a career opening for a young man with at least two years copywriting experience. Here is opportunity to work on consumer product advertising, merchandising, and planning . . . with account executive work in your future. Write

Box 3297, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ARTIST

Layout and finished-figure artist needed. Must be experienced. Salary open. Contact and/or send resume to **W. B. Houck Houck and Company, Inc., Advertising, Roanoke, Virginia.**

MANUFACTURERS' REP. NEW JERSEY

We are a leading National Lithography Display Company—our displays are protected by patents. We are looking for a "live wire" salesman to handle New Jersey territory. State qualifications and present lines now carrying, in first letter.

Box 3292, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREE-LANCE COPYWRITER in MY area with sales promotional experience, imaginative, creative ability, punctual in commitments and no temperament. Reply.

Box 3293, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

NASHVILLE ADVERTISING AGENCY

If you've had experience in writing, planning, marketing, or otherwise prepared yourself for account executive duties . . . If you don't mind the work and devotion it takes until you have absorbed this agency's philosophy of advertising and account service . . . If you're old enough to have learned that advertising is an ever-changing, ever-demanding taskmaster . . . If you're young enough to look forward to a fascinating, fruitful career as an important part of a Nashville advertising agency . . . perhaps you're the man we're looking for.

Box 3294, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MAN

Leading Chicago manufacturer of durable goods needs a man to assist Advertising Manager, should be good promotional writer and know how to originate and buy dealer and consumer sales promotional materials, 2 to 4 years advertising experience desirable. Full range benefit program, Salary commensurate with experience.

Please submit complete resume including age, education, experience, salary requirements and photo if possible. Write

Box 3298, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LIKEN EMPLOYMENT SERVICE

Specialized & confidential Placement
of
Advertising, P/R & Marketing Personnel
Trainee to Executive Level
EXpress 1-1866 Keenan Bldg Pgh. 22, Pa.

ILLUSTRATOR

Newly Formed Studio With Sales-plus Looking For New Talent. Faces, Ideas. Excellent Space, Top Money, Quality Work. Replies Confidential.

Box 3315, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE NEED A MAN

with creative selling ability
with limited funds to invest
who is willing to work in Chicago with two enthusiastic young men as partner. Write

Box 3296, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S

A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

FREE-LANCE WRITERS, Based in New York and other parts of country. For quality trade paper.

Box 3291, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

PHOTO-RETOUCHER—Large manufacturer of farm and construction machinery in Chicago area has an opening in its Art Department for an experienced photo-retoucher. Steady work, group insurance, paid vacation, etc. Give employment record, experience and salary requirements in your reply.

Box 3295, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Hard hitting and successful space salesman, managerial level. Past history of producing big billings. Will travel. Salary or commission. Available immediately. **Harold Tucker, 69 Fairmount Ave., Clifton, New Jersey.**

ATTENTION NEW YORK AGENCIES

Copywriter (28) with 11 years experience internationally and in U. S. seeks New York position. Vitally alive imagination, buoyant personality, all-embracing consumer goods background. What offers?

Box 3304, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE INDUSTRIAL ACCOUNT EXECUTIVE

. . . former writer, ad manager offers broad experience, top accounts, many fields, to New York or New England agency or manufacturer. Salary range $17,000 to $20,000, or will consider part-time. Address

Box 3305, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED: MARKETING OPPORTUNITY

Young man (24), MBA with some sales and agency experience, seeks position as account, sales or product mgmt. trainee.

Box 3306, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST LOOKING TO MEXICO CITY

Extensive experience in all phases of art for advertising and public and industrial relations. Prefers working art direction with opportunity for creative design and stylized illustration. Married to Mexican national. Knows Mexico.

Box 3307, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Luman C. Ramsdell, ART DIRECTOR

Creative thinking, versatile, art director with the ability and inclination to execute recognizable roughs and competitive comps. Seeking five figure position that offers big challenge, hard work. Request resume; will relocate.

Box 3308, ADVERTISING AGE
630 Third Ave., New York 17, New York

Adver. space salesman trade, institutional proven producing record. Diversified accts.

Box 3309, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR/ADMINISTRATOR/AD MANAGER, employed, but seeking greater challenge.
P. O. Box 326, Bellmore, L.I., New York

INDUSTRIAL ADV. MGR., OR A.E.

Eight years experience in most phases of advertising agency operations, from production to account handling. Hard working and not afraid of long hours. 29, married, one child, will relocate.

Box 3284, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TWO-MAN TEAM

For money—but reasonable. Production-wise young artist and experienced salesman with big company contacts seek North Shore graphic arts opportunity. **Phone RO 4-4180 or write 7027 N. Glenwood Ave., Chicago 26, Ill.**

CONSUMER RESEARCH METHODS ANALYST

To develop and improve consumer research methodology in food product evaluations. PhD in Psychology or Sociology. Five years of direct and applicable experience in marketing or consumer research field. Ability to determine independent programs and report results thereof.

QUESTIONNAIRE DESIGN ANALYST

To design questionnaires for organoleptic and consumer research. BS in social science required, MS preferred. Five years practical experience in consumer testing and questionnaire construction.

send complete resume to:
Room 6

General Mills

CENTRAL RESEARCH LABORATORIES
2010 East Hennepin Ave.
Minneapolis 13, Minn.

POSITIONS WANTED

CREATIVE ADV. LAYOUT ARTIST

seeks new challenge & growth opportunity with mfg. printer/agency. Managerial ability. 10 yrs. exp. includes: visuals & comps, copy ideas, production, consumer & indust., sales prom., direct mail, ads, p.o.p. catalogs, pkg. design & client contacts. Aggressive, married, age 32. Salary dependent on location & opport. Photo, resume & references. Write

Box 3299, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IN CHICAGO: ADMAN SEEKS REGULAR PART-TIME WORK, COPY & LAYOUT

Experienced, versatile, creative. Current samples and references. Call ED 4-4403

ADV. & PROM. MGR. TO RELOCATE

Now with major midwest mfgr. 11 year adm. budget, creative exper. Industrial-consumer background in paper, packaging, food ingredients. Age 35, family, degree.

Box 3300, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE COPYWRITER "GAL" PRO

Lots of drive! Goes round in par! Hole in one if necessary! Chicago course preferred.

Box 3301, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOOD ADVERTISING DIRECTOR

has delivered over 15 million lines of newspaper ads, food, non-food and institutional. Knows circulars and direct mail, production and art. Strongest on layout—light on copy. Background includes presentations, signs, displays and some packaging. Married, Vet, 31, college graduate. Now at 15M plus. Want to relocate.

Box 3202, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY/CONTACT/ADV. MGR.

12 yrs. agency, 5 adv. mgr. industrial, road mach., refrig. equip. All media, HO, market analysis, research. Midwest/SW.

Box 3303, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING TRAINEE

College graduate, 26, married, some experience in advertising, sales promotion, desires trainee job in advertising. Willing to start at "bottom of the ladder" for job with a future. Will relocate. Write to: **Gary Gilbert, 1446 Kemble St., Utica, New York**

COPY CHIEF, HEAD ART DIRECTOR SEEK FREE LANCE ACCOUNTS

Both members of medium size agency with national accounts; both very much employed. Big agency experience. Can guarantee a highly professional job on ads, flyers, brochures. Metropolitan N. Y. area only.

Box 3310, ADVERTISING AGE
630 Third Ave., New York 17, New York

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49 Different Ways To Use Direct Mail To Increase Sales And Profit!

Your agency or company can add profit-producing Direct Mail man to staff. Free-lance. Offers 10 years experience. Familiar with consumer, business and industrial markets. Quality mailings planned from copy thru lists. Samples . . . case histories available.

Box 3314, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel
Service,
Inc

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5870

WRITERS

FSR-PGH is always glad to see the resumes of good writers. We have created one of the finest writing teams ever assembled under one agency banner . . . and will add top writers from time to time. If you have wide experience, reputation, creativity, like to work with good men, write: **Bob Pearson, Fuller & Smith & Ross Inc., 211 Oliver Avenue, Pittsburgh 22, Pennsylvania.**

REPRESENTATIVES WANTED

Want **REPS** who call on Sales Promotion Managers of National Advertisers and Chain Stores to carry well-established and best line of **DISPLAY TURNTABLES** at lowest prices. Advertised in Display World, Advertising Requirements, Spot, etc., and mailing list of 5,000.

ELECTRO-MOTION CORP.
BUCHANAN, N.Y. PEekskill 9-1406

Well established publisher of several top-rated business publications has an excellent opportunity for aggressive sales representative in its Eastern territory. Salary plus commission based up realistic quota.

Box 3311, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

WANT TO BUY

Business publications and reference services, large or small. Most responsible buyers. Write in confidence.
C. K. Feinberg, Publications Broker, Box 1036, Newark, N.J.

P. O. P. IDEAS

Sketches, construction dummies in miniature or full size rushed to you by mail serving agencies, manufacturers, 12 years experience for national advertisers.

Box 3315 ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

WANTED

LIVE WIRE FIRM WANTS NEW IDEAS FOR SALES PROMOTION OR ADVERTISING TO SELL MFRS., BANKS, DISTRIBUTORS, ETC., ON EXCLUSIVE BASIS.

THE LYNMARK COMPANY
19 Oak Road, Longmeadow, Mass.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **$1.65**
Larger sizes, proportionately priced.
Ward Kah Box 87-A
Glendale 6, Calif.

MKTG. DIR., agency, industrial. Client & agency exper. desirable. Must be real marketing man. **$20-$25M**
COPY, multi-office agency. Traffic-appliance experience. **$15-$20M**
COPY, SLS. PROM., major agency. Big-appliance exper. Possibility automobile exper. would do. Collateral, some coop. (mostly big-space newspaper & TV-radio). **$12,500**
TIME-BUYER, Big agency. **to $13M**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ADVERTISING ASSISTANT

Large Chicago-based food manufacturer needs Advertising Assistant for multi-million dollar budget. Prefer Agency experience. Creative, ambitious, able to work with people. Man we seek may now be traffic or merchandising man with large Agency. AGE 25-30. Great opportunity. Fine company. Send complete resume. Salary $6500.

Box 868, Advertising Age
200 E. Illinois St.,
Chicago 11, Illinois

Are you a small agency

WITH A BIG POTENTIAL?

Maybe you're a one-man agency or free agent with active accounts—but not big enough to offer your clients full-fledged art, production, copy, research backing. Here's how you can continue to be your own boss—but not have the headaches of a big staff. You retain your accounts—take on some house accounts if you wish—and we do the creative, production, research leg work. A branch operation is a possible consideration.

We're a 35-man Midwest agency—largely industrial and ag equipment—and want to diversify our business and grow. We invite you to grow along with us. We've a top calibre art, copy, production team. This team is at your command.

Box 881, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Talented Art Director Seeks New Post

An Announcement by James D. Woolf

This man has collaborated closely with me in the planning and production of dozens of national campaigns. Not only is he a splendid artist; he is also an *advertising man* who is knowledgeable in every facet of the business. His age is fifty, but he has the good health and energy and drive of a man of thirty-five. He is a teetotaler and totally free of "artistic temperament." Thirty years of solid agency experience. If interested, write me and I'll have him provide you with full information.

James D. Woolf, P. O. Box 573, Santa Fe, N. M.

Opportunity for man—25-30—to train as assistant sales manager of national organization in industrial field. Should now be assistant advertising manager or merchandising manager. Drug, pharmaceutical, or surgical dressing field would be considered good background. Should have experience in copy writing, market research. Willing to travel preferred but not essential—Midwest location—salary open—our employees know of this opening.

Box 867, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE

Would you like to be one of four top men in a strong, highly-respected Connecticut agency with a nice balance of industrial and consumer accounts? Client contact and copy background or ad manager experience is required to work with Account Supervisor (head of the agency). An attractive salary and a private office in modern quarters await the right man. Please send picture and resume . . .

Mr. J. E. Hopkins
G. F. Sweet & Co., Inc.
10 Allyn St
Hartford 3, Conn.

NEW NEWSPAPER REPRESENTATIVE

Organization abuilding with sales force ready in one major market responsible for bulk of YOUR General linage. This IS new organizational design to permit Publisher management participation. IF you are in 50-100,000 circulation class and favor additional general rate business, we have interesting prospectus to discuss with you, personally.

This offer is limited to TEN marketing areas only . . . so write or wire NOW.

ADVERTISING AGE
Box 888
200 E. Illinois St.,
Chicago 11, Illinois

FOR RENT

FOUR STORY BUILDING
near Chicago's famous Gaslight Club
Suitable for advertising offices, design studios, restaurant club
Call DEarborn 2-1781

WANTED—SPACE SALESMAN!

Challenging opportunity for man with space selling background with proven record of accomplishments to front selling attack for small New York ad agency with excellent growth potentials. Right man may be walking in on ground floor of interesting agency set-up. Draw against commissions. Send complete resume and picture.

Box 889, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SALES PROMOTION OPPORTUNITY

Leading package goods manufacturer, located in Racine, Wisconsin, needs a young (26-30) creative man as Assistant Sales Promotion Manager. Experience should include writing and producing sales promotion materials. Requires a basic knowledge of selling and merchandising techniques, point-of-sale advertising, trade shows, and related fields.

Advertising or promotion experience with a food chain, grocery coop or wholesaler would be ideal. Please include details of experience and salary requirements in resume. Box 884, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

OPPORTUNITY

for a copywriter who wants more recognition and room for growth

Financially stable agency staffed with congenial people has an opening for an imaginative writer.

The city is Syracuse, New York, which has been called one of the fastest growing communities in the country. A pleasant University town with excellent diversification of industry.

The job starts with writing, but can develop fast into account handling and other important areas.

In this agency you can grow into participation status, with virtually no ceiling on income if you can display initiative, ambition, and drive.

Write fully in confidence—send one or two samples, and present salary requirement to

President
SPITZ ADVERTISING AGENCY
530 Oak Street, Syracuse, N. Y.

unique art director available for fabulous 60's

Presently employed visual communications specialist seeks firm that needs creative art director for a difficult job that will require his talents and executive abilities. Knows best approaches to design problems, booklets, annual reports, displays, presentations, etc. Knows production methods and is experienced buyer of artwork, typography and printing. Box 877, Advertising Age, 630 Third Ave., N. Y. 17, N. Y.

A CAREER REVIEW

. . . may be in order!

We have hundreds of client listings in advertising and related fields. Manufacturer and Agency—$5,000 to $50,000.

Confidential — Nationwide — Efficient

Send your résumé for Confidential Handling

DRAKE PERSONNEL, INC.

America's Largest Advertising Placement Agency

29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

FOR SALE
• • • UNOPPOSED • • •
PUBLICATION

An Annual. Pocket size. Covers finest, most popular midwest resort and vacation state. 360 pages. Last issue loaded with paid color advertising. Now covers only ⅓ of the market—growth potential very high.

A natural for a single or double ownership. Present owner topheavy with other interests. First time offered. Full price $40,000. Telephone **John Yeager, GRaceland 7-3200, Chicago, Illinois.**

ACCOUNT EXECUTIVE

To join young, enterprising ad agency concentrating on fashion and home furnishings clients. Must have at least 5 years experience as AE—possess real marketing and merchandising skill. Give full details previous agencies, clients, schooling, age, salary range. Rare opportunity for right man. Write to Box 891, Advertising Age, 630 Third Avenue, New York 17, N. Y.

ADVERTISING SUPERVISOR

Large National Cosmetic Firm wants an experienced Advertising Supervisor having a minimum of 5 years experience in Advertising as an account executive and/or account supervisor. Must be familiar with all media. Opportunity for advancement in title will be somewhat limited, as the individual will be reporting to the V.P. of Market Research. No limit on salary potential, in this rapidly growing company located in Chicago.

Please submit resume including current salary. All replies treated in confidence. Box 887, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

OUR AGENCY WANTS TO GROW

"One Man" Chicago Agency seeks another—or an account man with industrial and building product clients. Objective: to expand through increased billing of present accounts; to handle new business now waiting to be sold; and to provide another "chief agency exec." If your agency has a similar ambition or if you want a new base to handle your accounts, let's talk it over, in confidence. Reach us through Box 886, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MANUFACTURER? AGENCY?

Will handle supervision of or responsibility for marketing plans—advertising—promotion—market research—merchandising—new product lines—forecasting, etc. 8 years industrial experience—MBA (marketing)—32.

Box 880, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

You Know Me—Would You Like to Talk to Me?

Nationally known advertising personality open to interesting "girl Friday" and/or receptionist type offer. Valuable experience in client contact and public relations. Agency size not important. Interested principally in growing organization in Chicago.

Box 892, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRESENTATION WRITERS

Leading media organization looking for two seasoned promotion writers who can turn out logical sales presentations with professional polish and sparkle. Please send resume and state salary required. Box 878, ADVERTISING AGE, 630 Third Ave., New York 17, New York.

ADVERTISING
Confidential - Rapid - Nationwide

SENIOR COPYWRITER—Top level Ad Agency needs senior copywriter whose copy is fresh and effective in moving packaged goods $15,000

ACCOUNT SUPERVISOR—Background with major food and beverage accounts. Know art and copy—contact at highest level—supervisory experience $16,000

PRINT MEDIA DIRECTOR—Experienced in producing recommendations for print media. Latest media research tools available. Client contact $16,000

NEW BUSINESS ACCOUNT EXECUTIVE—Expanding Ad Agency desires to add Account Executive with new business. Liberal commission. Excellent opportunity . . . . .Salary Open

SALES PROMOTION MANAGER—Capable in all phases of Advertising, Sales Promotion and publicity. Solid background in TV and Hi-Fi product promotion. $10,500

PUBLICITY — DIRECT MAIL MANAGER — Splendid opportunity for young man—5 to 6 years food or beverage experience as publicity and trade ads writer . . .$8,500

COPYWRITER—Capable writer of brochures, bulletins and direct mail, mainly for consumer products for highly rated agency . . . .$7,500-$8,000

Contact B. L. Clem

DRAKE PERSONNEL, INC.

29 East Madison Bldg. FI 6-8700
Chicago 2, Illinois

DIRECTOR OF PROMOTION—DIRECT MAIL & JRNL ADVERTISING
Salary Open

A creative, dynamic executive is sought for Director of Promotion of a dynamic ethical pharmaceutical organization with sales approaching $10 million and continued rapid growth. Copy background, company or agency, would be helpful. Full responsibility as director of Department with opportunity to develop techniques and organization. Creative planning, directing and integrating of direct mail and other media with sales promotion. Advancement potentials excellent including vice-presidency. All our personnel have been informed of this advertisment. Mail resume to

Box 885, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSISTANT TO ADVERTSING DIRECTOR

To join growing multi-division manufacturing company with headquarters in Chicago (Responsible for all phases advertising in those divisions of the company without ad staff). Six to ten years experience desirable, with emphasis industrial advertising. Starting salary $7,500.

Box 882, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

RECORD SPACE SALES

Available for a business publication or consumer magazine. Organization with good sales record—sufficient sales volume for four publisher clients in past nine years were developed by our organization to warrent full time representation—This publishers' representative organization now available for another publisher—has headquarters in Cleveland.

Box 883, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHOTOGRAPHER

Young man (34) seeking West Coast job for creative commercial and industrial photography. 12 years' experience in photography. Presently employed in large manufacturer's ad department. Have knowledge of advertising copy, layout, and production. Also have private pilot license. Thoroughly experienced in both B&W and Color work. Available for West Coast interviews in February. For complete resume write:
William Schnelle, 4622 N. Edgewood Ave., Cincinnati 32, Ohio.

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This leading publisher of magazines serving the Youth market has a spot in the advertising sales department of its New York home office for a young man with several years of media sales experience behind him. We want someone who is capable of doing a better job than his current opportunities require. We want someone who is ambitious to move ahead. This job presents an excellent opportunity for someone with creative selling ability who can apply it effectively to the most dynamic market in the nation today. Please write about yourself to: Box 879, Advertising Age, 630 Third Avenue, New York 17, N. Y.

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Leading trade publisher offers an unparalleled opportunity to the right man potentially able to take charge and direct publications in our dry cleaning and laundry division. Liberal salary to start.

Write fully:

Box 893, ADVERTISING AGE
630 Third Avenue,
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CREATIVE DIRECTOR

Preferably someone with experience in fashion and/or home furnishings. Must be gifted with extensive, sensitive vocabulary. Must be able to doodle alone or with Art Director, create imaginative off-beat ads in which graphic art and copy are closely fused. In short, an idea person who wants to join a lively young agency that's going places. This is no post for an eager-eyed tyro. We want to see a portfolio of work revealing a trained, seasoned mind with lots of know-how and flair. For the right person, this is a genuine opportunity to demonstrate talent. Write Box 890, Advertising Age, 630 Third Ave., New York 17, N. Y.

ADVERTISING
Director or A E

Exceptional record of success as Director of Advertising, P.R. and Sales Promotion for two internationally known companies and as Account Supervisor with 4-A agencies. Directed and produced programs with moderate to seven figure budgets for famous brand consumer goods and industrial products.

Thorough campaign planner. Marketing-oriented. Seasoned new product launcher. Able writer. Experienced point-of-sale, packaging, retail merchandising, promotion. Seeks new challenge as Advertising Director or A.E.

Box 894, Advertising Age
630 Third Avenue, New York 17, N.Y.

At UNIV. OF CINCINNATI BASKETBALL GAMES . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7* OUT OF 10 *read the* CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .
267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Increase Station Break to Minute, Matthews Urges

Stations Now Sell Time Twice; Give 'em More, Y&R Exec Recommends

NEW YORK, Jan. 12—William E. (Pete) Matthews, Young & Rubicam vp, today recommended that the station break time between network programs be increased from 30 to 60 seconds.

The suggestion was advanced in a speech before the time buying and selling seminar of the Radio & Television Executives Society.

Mr. Matthews, who is head of the media relations and planning department at Y&R, pictured himselt as an agency man who is frustrated trying to be "ethically clear cut" in a morass of conflicts. If the stations can't be prevented from selling the same time twice—through a network and then to a spot or local advertiser—maybe they should be given more time to do their "dirty work," he said.

The Young & Rubicam executive said the 60-second breaks would be helpful for two major reasons—(1) they would give the advertiser more time to put his message across with reasonable effectiveness and (2) nothing much would be lost if 30 seconds were cut from network programs.

■ Mr. Matthews called on the industry to recognize that a great many conditions have changed in tv since the tv code was established.

The day's topic—"How Many Commercials Make Too Many?"—was glossed over by the media executive, who said he didn't want to play the numbers game. But he hastened to add that he was compelled to do just that because of the cynicism of some agencies and stations, which seem determined to get away with what they can, to crowd in a little extra here; and to snip off a little there, on network programs.

Mr. Matthews said the least an advertiser and his agency can expect is that a station will live up to the tv code. "And if our monitoring and other espionage shows they aren't, we think we have a perfect right to object," he asserted.

He said nobody really knows how many commercials are too many, but that it is up to the industry to find out what tv is doing to the public in terms of the way it is organizing programs and scheduling commercials. The people deserve something better than they are receiving from many telecasters, he added.

■ Mr. Matthews suggested that there are too many commercials when:

1. They intrude upon the emotional and dramatic mood of a program.
2. They insult the intelligence of the viewer.
3. They repeat untruths and cant.
4. They come at the audience so fast that no one stands out and together seem like the jargon of an unknown language.
5. They chase advertisers with standards, who desire to be fair to the public, out of the medium and into other media.

■ The kickoff speaker was H. P. Lasker, sales vp of Crosley Broadcasting Corp., who began by saying he wouldn't discuss the many print media which successfully engage in multiple spotting of sorts with their back-to-back ads. His treatment of the day's topic was broken down into a consideration of the number of commercial units between network programs, between local programs and within participating local shows.

He noted a number of incongruities in the industry attitude toward the handling of commercials in the various categories and inconsistencies in agency policies relating to this problem.

The situation as relates to units between network programs was summarized as follows: The industry seems quite willing to accept (1) a 30-second spot sandwiched in between the closing commercial of one network show and the opening commercial of another network show or (2) a 10-second and a 20-second spot sandwiched in between two network commercials.

■ But not everybody is willing to accept three 10-second spots sandwiched in between the two network commercials, though this is "perfectly legal." The reason, it was explained, is that five units back to back are supposed to dilute the impact of each advertisement.

Mr. Lasker indicated that he was not convinced that this is so. "To my knowledge, there are no facts at our disposal that show that five or six units back to back are less effective than four," he said. There are, he suggested, merely feelings and reactions that this is so.

■ As the Crosley executive outlined it, there is even more inconsistency among the attitudes toward the number of commercial units between local programs and within local participating programs. He noted that some of the patterns that are objectionable to some advertisers—three 10-second spots at break time, for example, separated by five minutes from the commercials on the participating sponsored shows on either side of the break—really add up to less, from the viewer's point of view, than the common combination of two spots sandwiched in between two network commercials.

Mr. Lasker indicated that the whole problem of defining how many commercials are too many sometimes becomes a farce because of the double standard of defining what is multiple or triple spotting. He cited two specific illustrations to prove this contention:

- Case No. 1 was that of an agency which required Station A to sign an anti-triple-spot clause as a part of its contract. But when Station A asked that the same requirement be made of its competitors, Stations B and C, the agency rejected this suggestion, "stating simply that it wished to retain its freedom to triple spot on B and C," Mr. Lasker said.
- Case No. 2 was that of an agency which considers it quite okay to place a minute commercial of Client A, with 20 seconds devoted to soap, 20 seconds to toothpaste and 20 seconds to a detergent, all back-to-back. But this same agency considers it a triple spotting abuse if 20-second spots for Client B (an auto), Client C (a cereal) and Client D (a cosmetic) are scheduled one after the other.

■ To refute the argument that multiple spotting drives away the audience and dilutes the commercial impact, Mr. Lasker called attention to the Ruth Lyons success story. He pointed out that this popular midwestern entertainer has more than five commercials running back-to-back every day, and that she does very well in the ratings and has a long waiting list of sponsors for her participating program.

Mr. Lasker summed up his convictions on the subject of "too many commercials" as follows:

- The generally accepted standards may not necessarily be the right standards.
- When too many people have too many different standards, it creates chaos.
- "We must all become far more knowledgeable before we know how many commercials are too many." #

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

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Phone BArclay 7-5371
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Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
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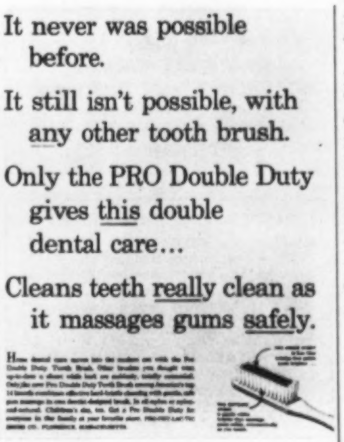


It never was possible before.

It still isn't possible, with any other tooth brush.

Only the PRO Double Duty gives this double dental care...

Cleans teeth really clean as it massages gums safely.

TOOTHBRUSH—*Pro-phy-lac-tic Brush Co. kicks off its biggest magazine drive for toothbrushes with pages for a "Double Duty" brush starting in February in American Weekly, Family Weekly, First Three Markets Group, Ladies' Home Journal, Life, Parade, Parents' Magazine, Reader's Digest and This Week Magazine. Lambert & Feasley, New York, is the agency.*

Philip Carey Names Thomas

Philip Carey Mfg. Co., Lockland, O., has appointed John C. Thomas advertising manager. Mr. Thomas was formerly sales promotion manager.

WILLIAM B. BIRACREE *has been named ad manager of Smith-Corona division of Smith-Corona Marchant Inc. Former manager of sales promotion and sales training, he succeeds Charles A. Lane, who resigned.*

Bates Elects Two VPs; Names Norman Young

William R. Groome and Edward P. Heath have been elected vps of Ted Bates & Co., New York. Mr. Groome was assistant advertising manager of Diamond Match Co. before joining the agency in 1954. He is account supervisor on Blue Bonnet margarine and Siesta coffee. Mr. Heath, an account executive on Colgate-Palmolive, was a product manager at Monsanto Chemical Co. before joining Bates in 1957.

Bates also has named Dr. Norman Young, formerly research director of Mogul, Williams & Saylor, medical research director.

'Look' Appoints Two

Look has appointed Michael J. Jackson to its New York advertising sales staff and Frank McWilliams to its Cleveland sales staff. Mr. Jackson formerly was with *Cosmopolitan;* Mr. McWilliams previously was with Firestone Tire & Rubber Co.

Stickin' around with kleen-stik®

OVER 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

SECOND MILLION

IDEA NO. 163

Made Your First Million?

(Units, that is!) If you have, be *sure* to tell your public about it! **Ford Motor Company,** f'r instance, hit the magic figure about mid-'59. All subsequent cars bore this clever "Second Million" emblem—printed on **Kleen-Stik Acetate** for easy peel-and-press application inside the windshield. For ingenious conception and handsome design, credit the **Ford Division** and its agency, **J. Walter Thompson,** Detroit office. De luxe production handled by **Harry Bell** and **John Wallace** of Detroit, representing **Grand Rapids Label Co.**

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 164

Top o' the Totem Pole

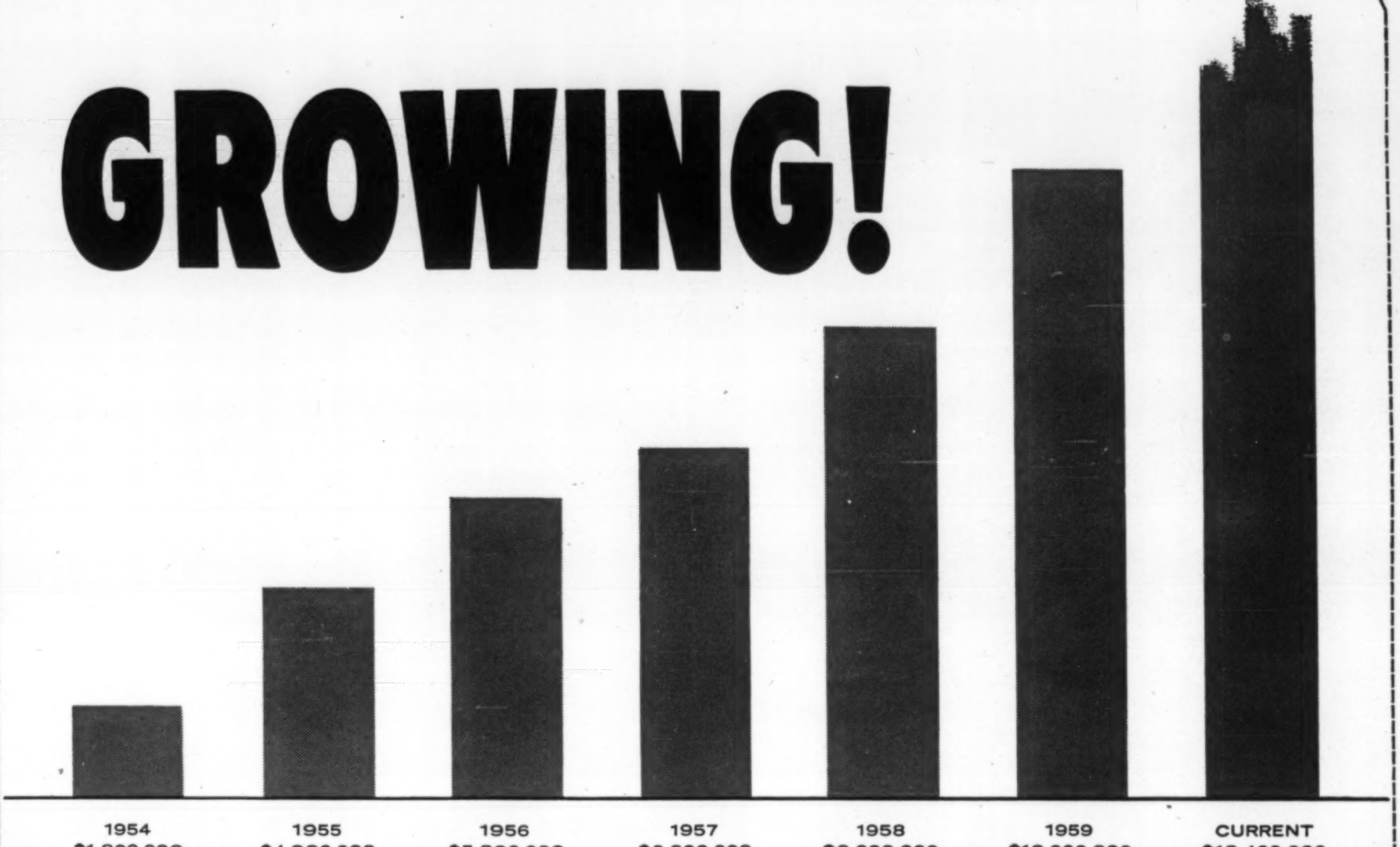
Radio Station WLW, Cincinnati, enjoys this eminence not only because it's the *world's highest fidelity* station, but also because it's "top" in total area audience. **Crosley Broadcasting Corporation's** agency, **The Ralph H. Jones Co.,** created this imposing 2-foot totem pole to get the point across to time buyers. The clever die-cut piece was equipped with a strip of **Kleen-Stik Dubl-Stik,** so each recipient could "roll his own" with a simple peel-and-press. Acct. Exec. **Dick Geis** handled the project with **Howie Sunderman,** Sales Mgr. for **Westerman Printing Co.,** Cincinnati.

Promoting media or motor cars, your P.O.P. will be top man on the totem pole of attention if you use Kleen-Stik—tops in pressure-sensitive adhesives. See your regular printer, lithographer or silk screener for ideas—or join our "Idea-of-the-Month" Club. Write today!

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

OVER 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

GROWING!



We're six years old!

January 8, 1954, we were a handful of people with big ideas and a dedication to give our then few wonderful clients the best advertising and marketing service their carefully spent dollars could buy.

Six years later there are 140 of us in Chicago, Los Angeles, Richmond, Virginia, and New York.

But most important is our *clients'* story. Almost all of them are first in their field. All are growth companies.

We help them grow with the creative advertising and marketing ideas that come of *hard work* by talented, determined people.

We'd like to help *you* grow, too!

ALLIED FLORISTS' ASSOCIATION
of Illinois

BISSELL INCORPORATED
Grand Rapids, Michigan

THE BORG-WARNER CORPORATION
Chicago

BOSCH BREWING COMPANY
Houghton, Michigan

THE CURTISS CANDY COMPANY
Chicago

THE DEAN MILK COMPANY
Franklin Park, Illinois

FORT HOWARD PAPER COMPANY
Green Bay, Wisconsin

FOULDS
Division, Grocery Store Products Company
Libertyville, Illinois

HAMILTON BEACH
Racine, Wisconsin.
Registered trademark of
Scovill Manufacturing Company

NORTH WOODS COFFEE COMPANY
Chicago

O'BRIEN PAINT COMPANY
South Bend, Indiana

THE QUAKER OATS COMPANY
Chicago

REYNOLDS METALS COMPANY
Richmond, Virginia

STANDARD RAILWAY EQUIPMENT
MANUFACTURING COMPANY
Chicago

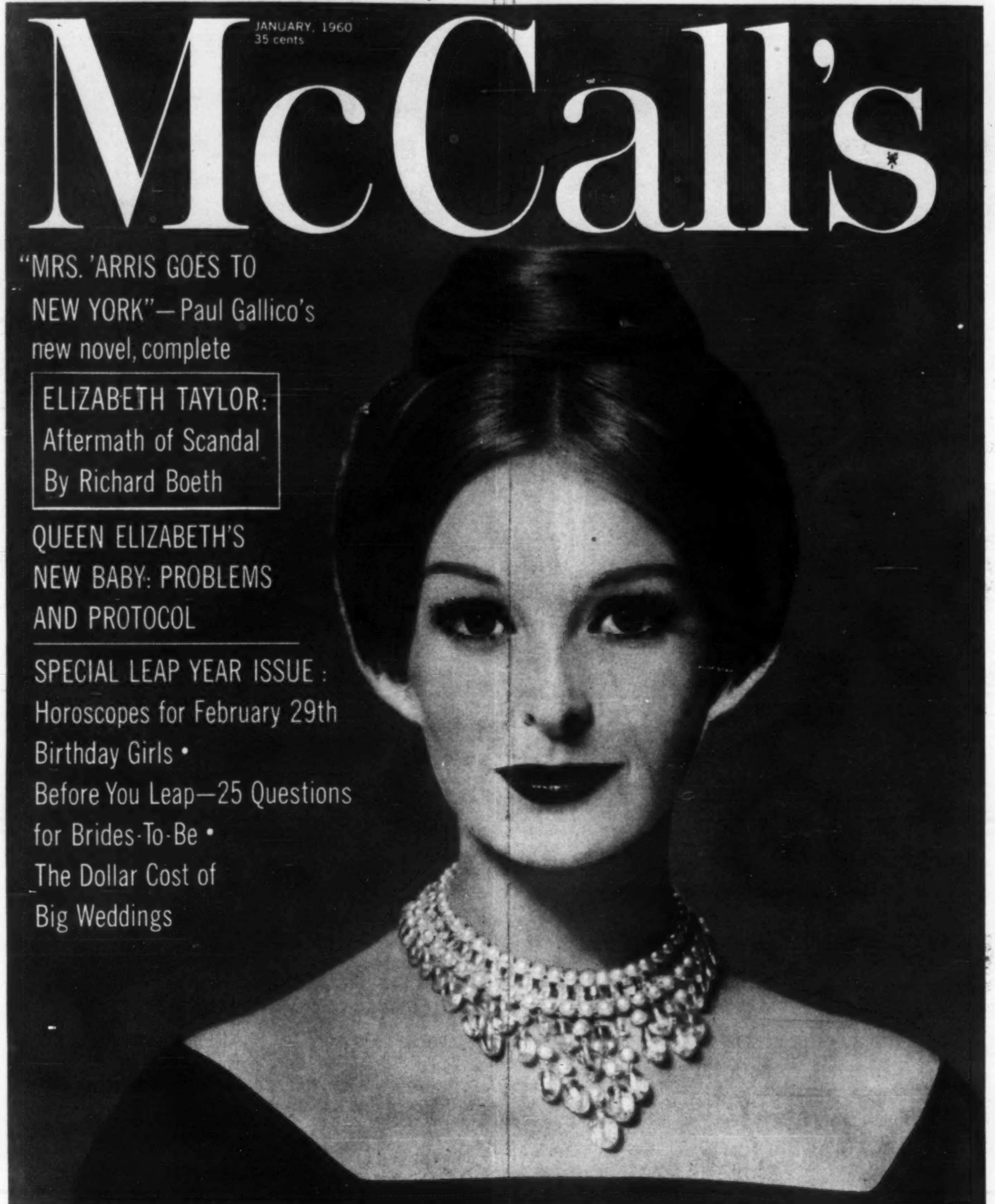
THE TONI COMPANY
Division of The Gillette Co.
Chicago

THE WURLITZER COMPANY
DeKalb, Illinois

CLINTON E. FRANK, INC.
ADVERTISING

CHICAGO
NEW YORK
LOS ANGELES
RICHMOND, VA.

THIS IS JANUARY, 1960.



JANUARY, 1960
35 cents

McCall's

"MRS. 'ARRIS GOES TO NEW YORK"—Paul Gallico's new novel, complete

ELIZABETH TAYLOR: Aftermath of Scandal By Richard Boeth

QUEEN ELIZABETH'S NEW BABY: PROBLEMS AND PROTOCOL

SPECIAL LEAP YEAR ISSUE: Horoscopes for February 29th Birthday Girls • Before You Leap—25 Questions for Brides-To-Be • The Dollar Cost of Big Weddings

FOR JANUARY, 1961, A NEW GUARANTEE

6,500,000

The *exciting* one. The *beautiful* one. The *beloved* one. Among magazines, that one is McCall's, publishing phenomenon of our time. The roaring, soaring affection of women everywhere for issue after issue—the intense, mounting demand that has given McCall's *the greatest newsstand growth in the women's service field in the last six months*—these spell out reaction to action, culminating, in 1959, with the December issue of McCall's that brought total delivered circulation to a new high of 6,300,000 (Pub. Est.). This kind of spontaneous, leaping eagerness is hard to restrain. As surely as the sun rises, the arc of McCall's growth will continue to ascend in the months ahead. (Editorial plans are for even more exciting content, more beautiful presentation.) That is why, with certitude and confidence, McCall's announces a January, 1961* guarantee of 6,500,000—with a 6,300,000 interim guarantee in October, 1960. Thus, more advertisers can plan ahead to join those who gave McCall's the highest second-half 1959 revenue gains in the women's service field—and a 1960 advertising picture that gets rosier every month. The lovely one, the leaping one, the logical one for every advertiser... is McCall's.

*or earlier!